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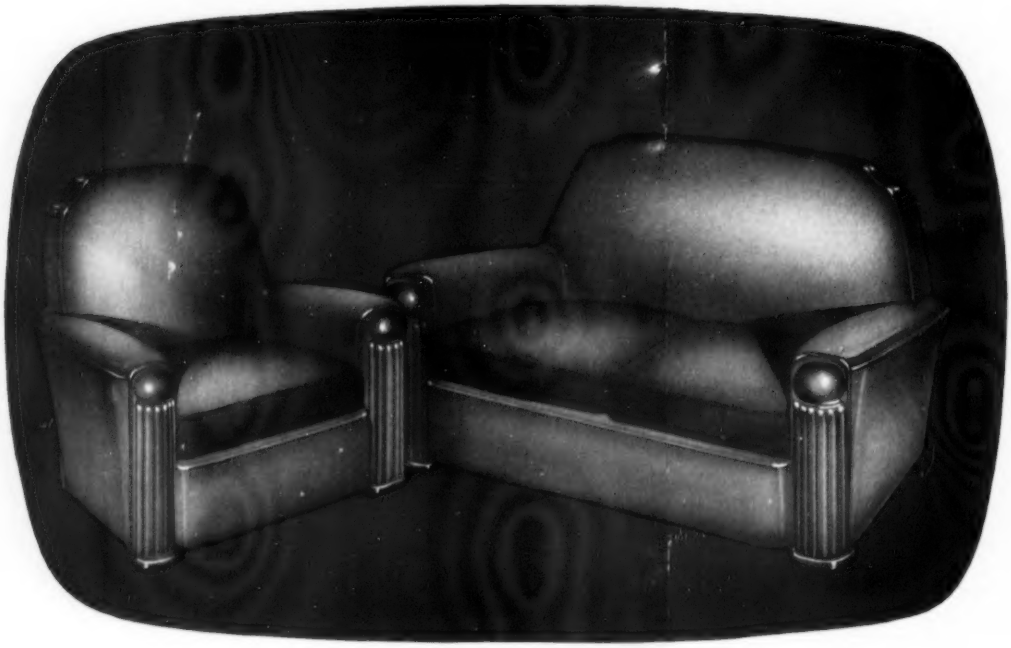

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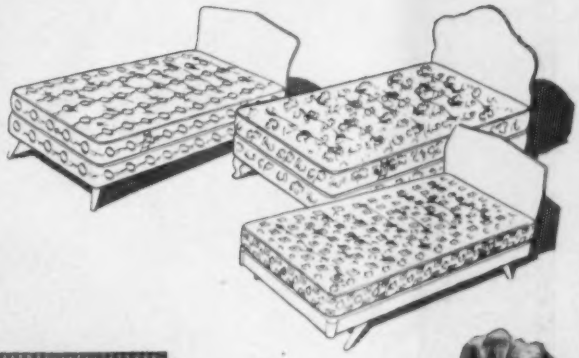

Wonderful new designs

The Vono range is certain to please even your most fastidious customers. They can match their own individual bedroom furnishings from the large selection of elegant headboards. And whether they prefer traditional styling or contemporary, they'll find the best of both in Vono.

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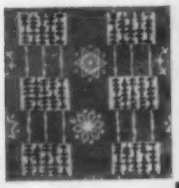
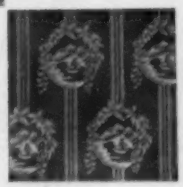
We all know what an important part the covering material plays in making a sale. The coverings of Vono Beds are designed to sell. There are new contemporary prints in brilliant eye-catching hues, and rich, colourful fabrics in traditional patterns, too. And they're about the most hard-wearing fabrics you'll find anywhere.





Which features make Vono Beds such good sellers? Some of your customers will be captivated by the gay coverings and handsome headboard designs. Others will be impressed by the more prosaic features that underline fine craftsmanship and the best materials. People on a budget (and who isn't these days?) like the wonderful value of Vono Beds. Of course, there's one feature that clinches the sale every time. It's the superlative comfort for which Vono Beds have always been unsurpassed.

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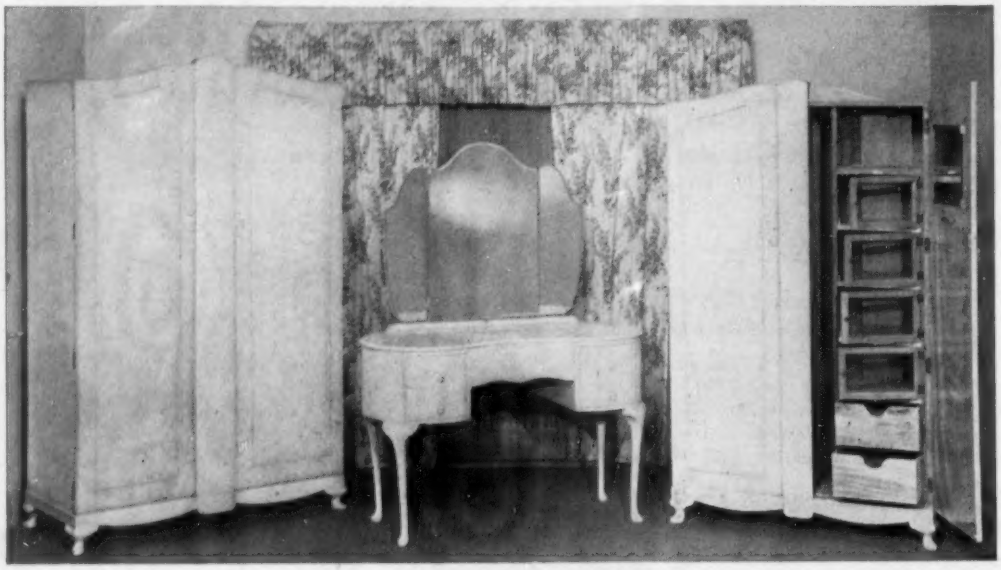

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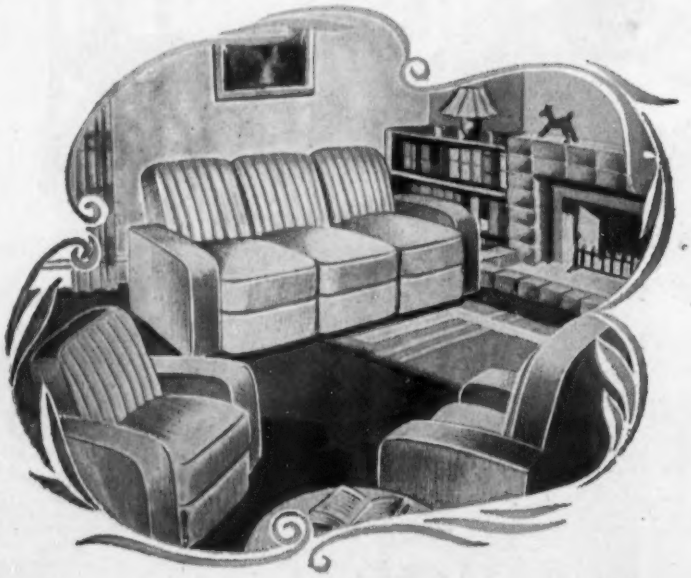

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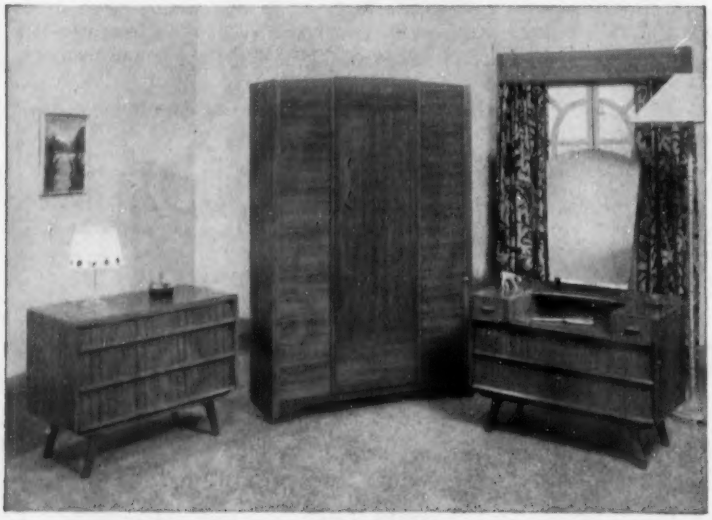

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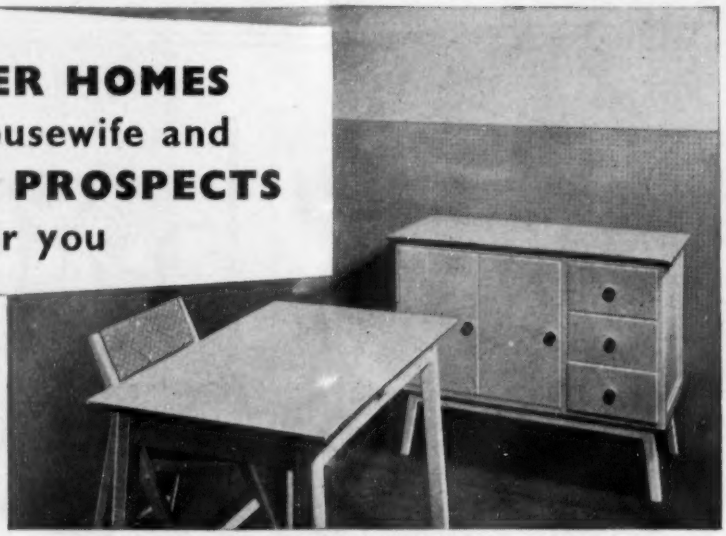

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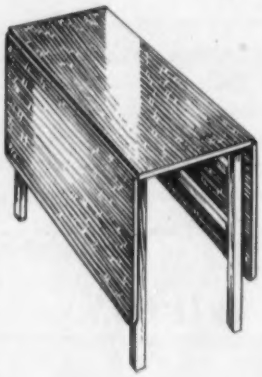

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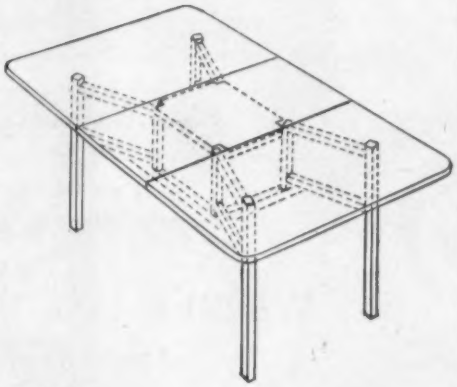

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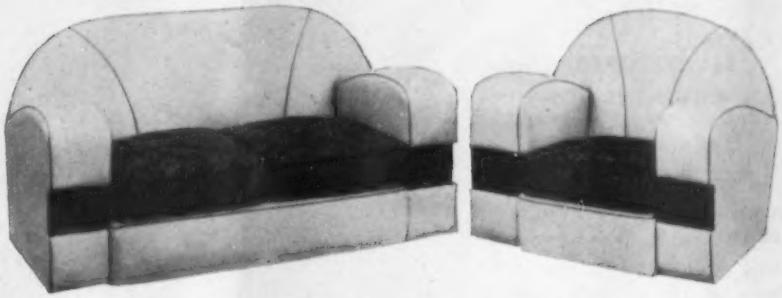

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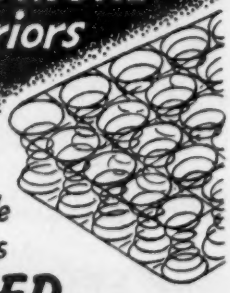

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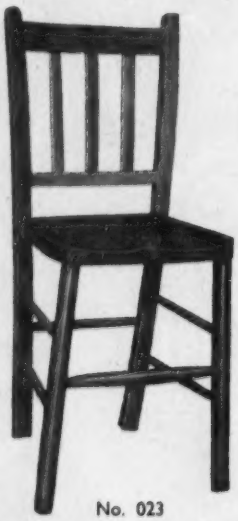

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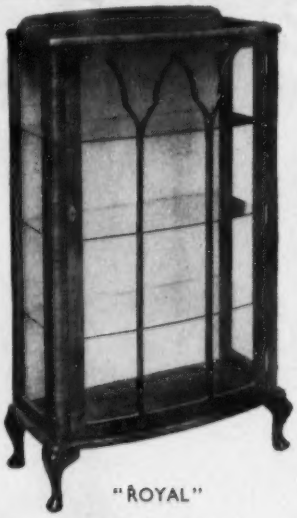

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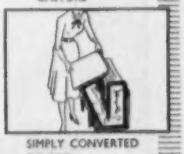

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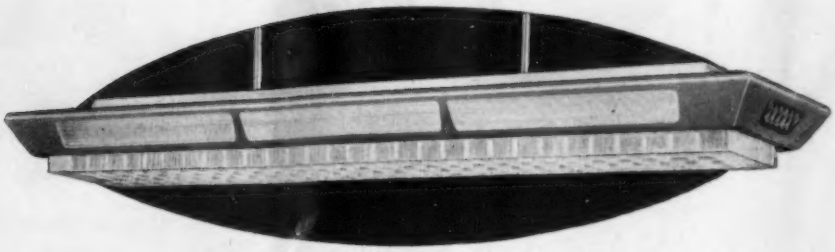

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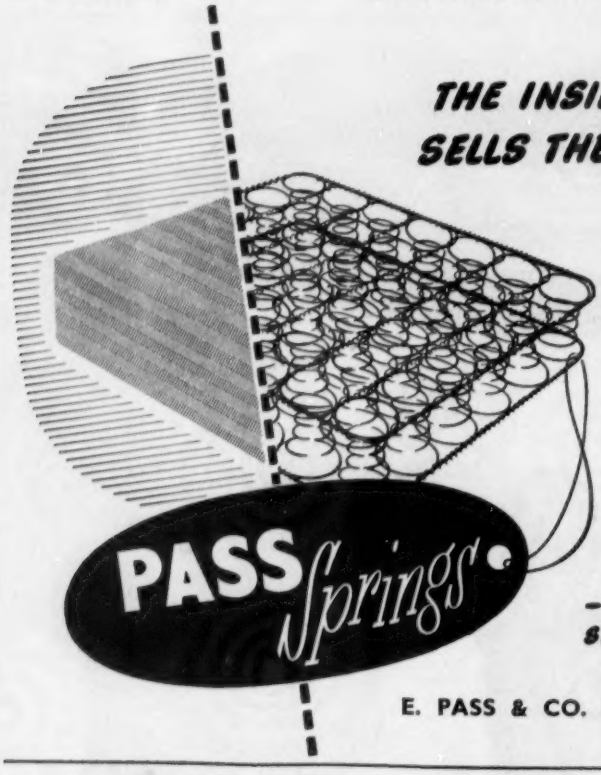

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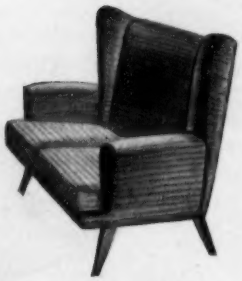

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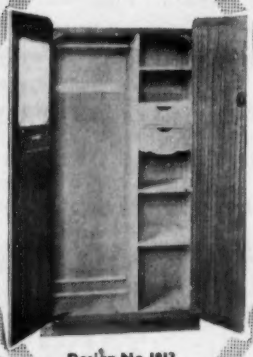

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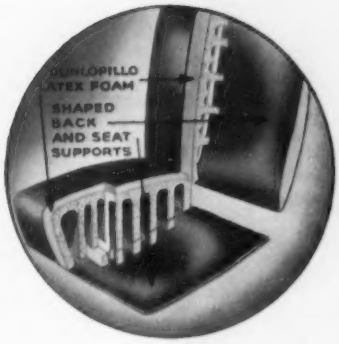
Occasional Chairs

A. 3



A. 2 A. 1

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Eye-catching Style

—at the Right Price

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Vol. XXXVII. No. 715 OCTOBER 8, 1954

Furnishing World

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To Be Bedding Federation Member You Must Have Kite-Mark Licence

Proposal To Go Before General Meeting

WITHIN 12 months from January 1 next year all bedding manufacturer members of the National Bedding Federation must become holders of British Standards Institution licences applicable to bedding manufacture.

This decision was taken at a meeting of the Council on a resolution proposed by the Bedding Makers' Executive Committee who felt that, since the Federation had been committed to a policy of standards for a considerable number of years, the time had come to make a decision regarding the date on which all bedding manufacturer members of the Federation should become licencees of the B.S.I.

Some Abstentions

The voting was 22 in favour, none against, but with certain abstentions. Except in one case, abstentions were recorded from those delegates representing the allied trades, who felt that this matter of policy should be decided by bedding manufacturer members of the Council.

The following resolution was also presented to the Council by the Bedding Makers' Executive Committee:—

"That no new applications for membership of the Federation be considered unless such applications are from British Standards Institution Licence Holders under the terms of B.S. 1877."

After discussion the Council resolved:—

"That no new applications for membership be considered unless such applicants undertake to become holders of British Standards Institution licences, applicable to bedding manufacture, on or before January 1, 1956."

On right, Mr. G. K. Latimer, president of the Bedding Federation which has issued the proposal.

The result of the voting was found to be identical in numbers with that on the resolution on present members becoming British Standards Institution licence holders.

For Members' Approval

The necessary legal formalities must now be completed and it is hoped to call an extraordinary general meeting of all members in December to ask for approval and adoption of the Council's decision.

MORRIS LEIGH ENTERS THE RETAIL

Mr. Morris Leigh, until recently managing director of Sterling Furniture, Ltd., well-known manufacturing firm which has closed down, has entered the retail furnishing trade. His first shop is at 137 High Street, Putney, S.W., and the name of the firm is Goodwood House Furnishers, Ltd. Mr. Leigh, interviewed by a "World" reporter, was unwilling to give details of his new venture or to say whether a chain of furnishing stores was envisaged.

B. B. & T. PLAN CHAIN IN N-EAST

BROWN Bros. & Taylor, Ltd., who have a chain of 60 furnishing stores in Yorkshire, Lancashire, South Wales and elsewhere, are to open a new group of stores in the North-East, the first of which will be in Sunderland's main street. Others will follow in Newcastle and South Shields and other towns.

In Sunderland the company has bought a large restaurant in Fawcett Street, the town's main shopping centre, and will take possession of it on November 30. The agents who negotiated on behalf of Brown Bros. & Taylor were Hillier, Parker, May & Rowden, and Flack, Furness and Kemp.

Large-scale alterations will begin to the premises in December and it is hoped to have the new store—the 29th furnishing store in Sunderland's town centre—ready for opening early in the New Year.

An official of Brown Bros. & Taylor said that it was too early to give exact details of the alterations to the new Sunderland premises but it would be one of the largest furniture stores in the area.

Colinhay upholstery

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This "World" picture taken at the new branch of Model Homes (Furnishers), Ltd., shows (left to right) Mr. S. T. Lander, secretary, Mr. S. Frost, managing director, and Mr. C. H. Whinney, general manager and central furnishing buyer.

First Branch of Chain Opened In Essex

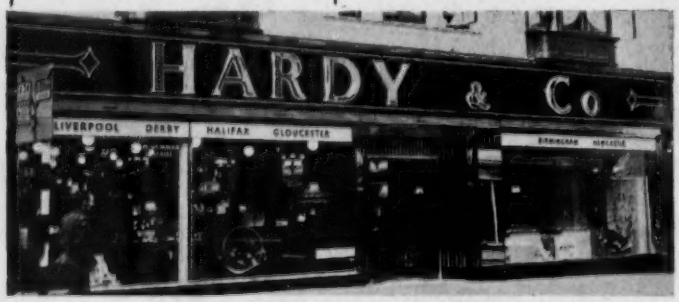
OPENING of their first branch by Model Homes (Furnishers), Ltd., 46-48 Old Church Road, Chingford, E.4, heralds an expansion scheme to establish a chain of furnishing shops in Essex.

The new branch, opened on Friday of last week, is at 19 Tadworth Parade, Elm Park, Hornchurch, Essex, and occupies modern-fronted, open-vision window premises in a newly-constructed shopping parade designed to serve the surrounding housing development area.

Speaking to a *World* reporter, Mr. S. Frost, managing director, said: "It is our aim to establish a chain of similar style shops in Essex and to develop a demand for better-grade furniture. We are putting on special shows of this class of merchandise at the Elm Park branch. Manufacturers have been very helpful in ensuring that deliveries reached us in good time for the opening of these new premises."

All buying is being conducted at the firm's head showrooms by Mr. C. H. Whinney, general manager.

Hardy's In Stafford



This is the new branch of Hardy & Co. (Furnishers), Ltd., at 15/16 Gaolgate, Stafford. The branch was opened by Mrs. J. Etherington and among those present were Mr. J. Etherington, director, and Mr. A. Hargreaves, supervisor. The branch manager is Mr. A. Way.

Many New Store Openings Mean Big

David Evans' Mammoth Store For Swansea This Month

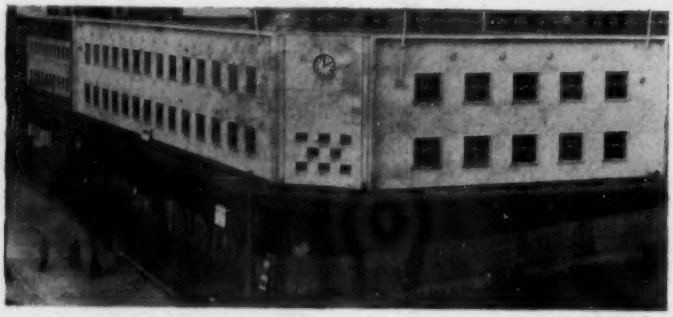
TOWARDS the end of this month David Evans & Co. (Swansea), Ltd., hope to open their new departmental store in the centre of Swansea.

The new building stands on almost the same site as the company's old store which was blitzed in 1941.

David Evans believe that the new building will be the largest departmental built in Wales since the war. There will be four selling floors with an area of more than 30,000 square feet.

The second floor will be devoted to the furniture, bedding and carpet departments. A feature of this floor is the excellent light from large glass domes in the roof. Mr. Owen who has been with the company since 1938, buys the furniture and bedding.

Mr. Acton Tovey has joined the Board. In 34 years with the firm he has been carpet sales, carpet buyer, general manager.



Town Hall To Be Big Furnishing Store

TO-DAY, Thursday, the former Town Hall of Wantage, Berks, will be opened as a large furnishing store by Mr. John P. Penney.

The first floor will be opened on Thursday and the ground floor will be converted into large display windows and showrooms during the next few months.

Mr. Penney told a reporter that before the plans and designs for the ground floor were settled, Mr. Louis Gilmore, who will carry out the reconstruction, would visit Germany and Belgium to study shops there.

He had already been to America and had also visited large provincial cities in this country to study trends in modern shop design.

Mr. Penney, who has been in business as a furnisher in Wantage for two years, said that another development being planned was the holding of regular auctions.

"Our aim will be to enable the people of Wantage and the surrounding villages to shop in a large store without having to make the 1½-hour journey by bus to Oxford or to Swindon" he added.

Drive For Retail Furnishing Orders

Clydesdale Open 14th Branch In The Midlands

SNOW Hill, one of Birmingham's busiest streets, was blocked to traffic for nearly 30 minutes last Friday when Donald Gray, the television announcer, opened Clydesdale's new central showrooms and warehouse.

The store is the 14th to be opened by the company in the Midland area. Apart from serving all these branches as showroom and warehouse, the premises contain central offices.

There are eight display windows and inside the 7,000 sq. ft. of floor space is divided into sections for radio and television, bedding, carpets and other soft furnishings. Other furniture is displayed in sections representing rooms of an average house.

Manager of the new premises is Mr. A. J. Bell. Present at the opening was Mr. F. K. Wileman, an executive from head office.

Mr. Wileman told a *Furnishing World* reporter that the firm is to open another branch in Blackheath, Staffs, in November.

"We have taken the premises, which have an interior depth of 147 feet. We take possession on October 16 and work will commence right away on the modernisation of the place," he said.

Benny Hill, the stage and TV comedian, last week opened a new branch of Perrins Furniture Co., Ltd., 30 Churchgate, Leicester. In the picture, Mr. Stuart, managing director of Perrins, is on the left holding the tape; next to him is Mr. Sugar, area manager. Mr. Burdett is the branch manager.

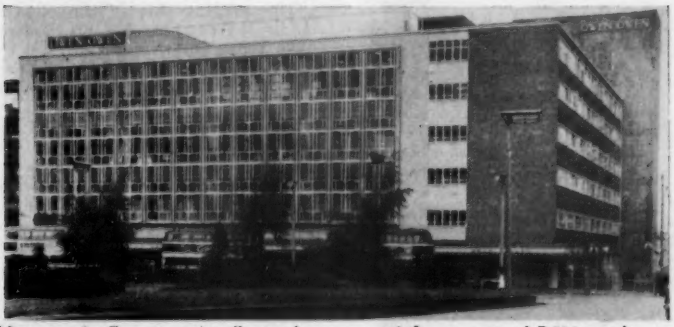
Owen Owen's 70-Dept. Store

7,000 ft. For Furnishing Section

THE Lord Mayor of Coventry, Alderman John Fennell, J.P., performed the opening ceremony at the rebuilt store of Owen Owen, Ltd., The Broadgate, Coventry, last week.

The building, an imposing contemporary structure, was built to replace the premises destroyed in the city's blitz of November, 1940. These premises were opened by the then Mayor of Coventry in September, 1937.

Mr. G. F. Watt, central buyer for Owen Owen, Ltd., was present at the opening of the firm's new Coventry store.



The directors of Owen Owen, Ltd., now believe they have provided the most modern and satisfactory building of its size in the world, let alone in England.

There are more than 70 departments at the store, covering a total floor area of more than four acres.

The furnishing department takes up most of the second floor and has a total floor space of 7,000 sq. ft.

Mr. G. F. Watt, central buyer for Owen Owen Ltd., told a *Furnishing World* reported that 80 per cent of furniture on display was traditional and modern and the rest contemporary.

Large workrooms are provided in the building for the manufacture of soft furnishings.

Departmental manager is Mr. L. L. Hunter.

Theatre Becomes Big Furnishing Shop

A CONVERTED theatre, standing on the site of a 14th Century Welsh Prince's mansion, is now the home of the Shrewsbury branch of S. Aston & Son, Ltd. Aston's, house furnishers and manufacturers, had their premises in Pride Hill, Shrewsbury, for 25 years but their lease expired recently and they moved to the old County Theatre in Shoplatch at the bottom of Pride Hill.

The original mansion was built by the Charlton family, Lords of Powys.

The building later came into use as a theatre, and much reconstruction was done before it deteriorated in the early 19th Century.

The present building was erected in 1834 after the shell of the previous building had been demolished and came to be known as the County Theatre.

In the 1930's it fell into disuse, with the advent of the cinema, and a fire in 1945 destroyed the inside.

Astons decided to renovate and rebuild several years ago and the work was given to architects in 1951, but because of the difficulty of obtaining building licences, permission was not granted until a year later.

The ground floor of the shop displays the usual wide Aston range of traditional and contemporary furniture, and the first floor contains kitchen furniture and equipment, including cabinets, floor coverings, hardware and other articles.

The new shop is one of the biggest of Aston's 25 branches in the West Midlands and North Wales. Manager is Mr. George Long who took over the branch in 1946.

North London Furnishers Open Their Fourth Store

ON October 1 W. & A. Beadman, Ltd., furnishers, 245-247 Old Street, London, E.C.1, opened their fourth store at 101-103 Seven Sisters Road, Upper Holloway, N.7.

An official opening ceremony conducted by Arthur Askey, stage and radio star, attracted a large audience, and was watched by the directors, Messrs. A. Elvey (managing), J. Elvey, B. Elvey and F. Elvey.

Giving a total of 12,000 sq. ft. of furnishing display space, the new branch premises, previously occupied by the late furnishing firm of C. H. Merryweather & Son, have main ground level showrooms which present a well-arranged selection of dining sets, bedroom suites, upholstery and occasional pieces. First floor is given over to bedding and kitchen furniture. Carpets, upholstery and furniture occupy the second floor.

Mr. C. S. Goodswen has been appointed manager and buyer of this newly-opened branch. He was previously manager of John Edwards Stores, Ltd., 73-77 Queensway, Bayswater, W.2, and formerly held a similar post with Williams' Furniture Galleries, Kilburn High Road, N.W.6.

Established in 1851, Beadman's have other branch stores at 455-457 High Road, Tottenham, N.17, and 241 High Street, Walthamstow, E.17.

At the official opening of the new branch store of W. & A. Beadman, Ltd., left to right: Mr. C. S. Goodswen, manager and buyer, Mr. F. Elvey, director, Mr. A. Elvey, managing director, Arthur Askey, Mr. B. Elvey, director, and Mr. J. Elvey, director. ("World" picture).

N.A.R.F. Members Combine To Furnish Show House

SIX member firms of N.A.R.F. in Bedford have co-operated in furnishing a house which has been converted into flats and which will be open for public inspection from October 12-22.

Responding to suggestions made by the Ministry of Housing, the Bedford Corporation purchased No. 28 Clapham Road, Bedford, which has been converted into three modern flats, each consisting of lounge, living-room-cum-kitchen, three bedrooms and bathroom.

Desirous of having the flat furnished by local traders, the Bedford Corporation approached the local Chamber of Trade, which in turn referred the request to the local hon. secretary of N.A.R.F.

All members of N.A.R.F. in Bedford were invited to a meeting at which seven firms expressed their interest in the project.

The following firms have agreed to take part in this co-operative furnishing effort: Evans & Hay, F. Gamman & Sons, Longhurst & Skinner, F. R. Mathison, Ltd., E. P. Rose & Sons, Ltd., and J. Turner & Sons.

All ticketing is to be of standard colouring and lettering and one of the participating firms is doing this for the entire group. The six furnishers are also co-operating in Press advertising for this event.

Co-operative efforts of this nature are rare in the trade, and the experience in Bedford shows how advisable it is for furnishers to maintain strong local organisation and close contact with the local authority.

More Room For Furniture

Enlargement of their furniture department has been made by Trewin Bros., departmental store, Queen's Road, Watford, Herts, following the opening of a new extension on the ground floor to show a series of furnished rooms.

Anglo-U.S. Sales Conference

AN Anglo-American Sales Conference and Luncheon will be held at The Astoria, Roundhay Road, Leeds, tomorrow, Friday. The luncheon begins at 12.30.

The conference will be addressed by four American business men. They are: Mr. Winfield Cook who will speak on "Consumer Selling—a Key to Consumer Acceptance"; Mr. Ross Martin, whose subject will be "Building a Business in a Competitive Industry"; Mr. Elmer R. Kreuger who will talk about "Selling. Its Role in Business, Education and the Economy"; Mr. Roberts W. Brokaw who will consider "Public Relations and its Importance to Selling."

Besides the official speakers, invitations to attend the luncheon have been accepted by the Lord Mayor of Leeds, Sir James Croysdale, Lt.-Col. F. Eric Tetley, D.S.O., T.D., president of the Leeds Branch of the Incorporated Sales Managers' Association.

The chairman of the Leeds branch of I.S.M.A., Mr. Henry J. Sutcliffe, will preside at the luncheon.

S. Wales To Have A N.A.R.F. Area Council?

At a meeting of South Wales members of N.A.R.F. in Cardiff recently, it was unanimously agreed that it was essential in the interest of South Wales furnishers to form an Area Council.

The greater part of the country is divided into Area Councils who have representatives serving on the National Council, but up to the present no local organisation exists in this area.

This is a direct challenge to South Wales furnishers to form such an organisation, and it is for this purpose that a meeting will be held in the Grand Hotel, Cardiff, on Tuesday, October 12, at 2.15 p.m.

All furnishers in the area are invited to attend.

£1 m. More Trade At Slough

There will be £1 million additional trade for shopkeepers in Slough, Bucks, it is estimated, when 1,700 London families move into the L.C.C. estate at Langley. First tenants moved in on Friday.

The estate will have its own shopping centre of 24 shops.

Paige's soft furnishers and household linen specialists, open on Saturday at 61 Darkes Lane, Potters Bar, Middlesex.

Australia Is To

Review Duty On Fabrics, Tighten Carpet Imports

"THE Australian Tariff Board is having before it again a request for a review of the duties on piece goods as used for furnishings—including upholstery, but excluding moquettes," reports the Manchester Chamber of Commerce.

"When the earlier application was made in 1949 the industry suffered the imposition of higher duties on certain types. Although the measure of increase was below what the sponsors of the application had hoped for, it created another obstacle to trade.

"This instance is again being handled by the Furnishing Fabrics Federation, in co-operation with the Chamber and other organisations."

On the other hand, it is reported from Canberra that the Australian Government has decided to tighten import controls on certain classes of goods (including carpets) to prevent importers obtaining such goods beyond their reasonable needs for the remaining six months of the licensing year, ending on March 31 next.

As a result goods in "A" category, which were placed on a "no quota" restriction basis on last April 1, will be limited to the 1950-51 figure from October 1, when the licensing half-year began.

French Textiles On View Today

THE French Textiles Exhibition was opened today at Hutchinson House, Stratford Place, London, W.1, in the presence of His Excellency the French Ambassador, M.René Massigli and Mme. Massigli. It will be open to the public, admission free, from October 9 to 24 (weekdays 10 a.m. to 7 p.m., Sundays 2 p.m. to 6 p.m.).

The exhibition includes every type of fibre—wool, silk, cotton, and man-made fibres—and among the special top-price exhibits are Aubusson tapestries worth £1,000 each from designs by contemporary painters.

A very successful party was held last week at the opening of the new London showroom and offices of Woodward, Grosvenor & Co., Ltd., and William C. Gray & Sons, Ltd. The new premises are at 2-4 Little Britain, E.C.1.

News From The Carpet, Fabric Side

Carpet Show At Tea Centre

This photograph shows six of the twenty-four colour transparencies which are a prominent feature of the exhibition "Carpets take the floor."

"CARPETS Take the Floor"—an exhibition for the general public—was opened at the Tea Centre, Regent Street, London S.W.1, on Monday, by the Right Hon. Harold Macmillan, Minister of Housing and Local Government.

The exhibition has been organised by the British Carpets Promotion Council, and shows a wide range of British wool pile carpets. Also featured are sections showing the correct choice of carpeting, the importance of underfelt or underlays, and the correct use of colour for contrasting and harmonising schemes.

Design has an important place in the exhibition, and a carpet designer is seen at work. There is a gallery of colour transparencies showing examples from the main pattern groups: Persian and Oriental, period, floral, and New Elizabethan. This section has been produced by co-operation with Bowman Bros. Ltd., Catesbys Ltd., and Storey & Co. Ltd.

Another section of the show deals with the care of carpets, and "first aid" treatment for removal of stains and other marks.

The exhibition will remain open until October 16.

New Showrooms For Kayam Carpets

NEW London showrooms were opened last week by Kayam Carpets, Ltd., at 35 Camomile Street, London, E.C.3. The showrooms, which were officially opened by the Trade Commissioner for India, are the result of a plan formed two years ago to provide modern premises for the sale and display of Kayam's Oriental carpets.

The new premises are on two floors—together covering 5,000 square feet—and both have good natural lighting supplemented by eggbox-type fluorescent fittings. Four principal carpet designs are carried—Oriental, Chinese, Aubusson and Skeleton—at prices ranging from 22s. 6d. to 54s. 6d. per square yard. The buying for the new showrooms is carried out by Mr. J. Nehorai, and the manager is Mr. G. E. Carpenter. **[Picture next page].**

Carpet Department For Sunderland Firm

Sunderland Corporation Planning Committee has approved plans by McCanns (Sunderland), Ltd., for alterations to their Low Row store to provide for the addition of a new carpet department. "The existing department is inadequate for expanding business so we are building a new department on the existing store," an official of the firm told *Furnishing World*.

In Spite Of A Cloudy Summer—

A Spate Of Complaints On Fading Of Fabrics

IN spite of the very cloudy summer, many people seem to have succeeded in finding extreme fading of curtains and upholstery. Examples from shop windows and living-rooms have shown up dye fastness qualities which would be poor by any standards.

This point is made in a report outlining some of the work undertaken at the Manchester Chamber of Commerce Testing House.

In connection with the requirements of B.S.1960, samples of moquettes and other fabrics for covering upholstered furniture have been examined for merchants and manufacturers at the Testing House, and the report observes:—

"In all instances, a test for dye fastness to light is imposed, the permitted degree of fading needing careful judgment in comparison with the International Geometric Grey Scale.

"Many people are also anxious at the same time to compare the wearing qualities of their upholstery fabrics.

"In recent years there has been an increasing demand for this type of test to indicate the resistance of fabrics, although no single measurement can ever hope to indicate exactly what happens in use to all kinds of materials, from carpets and furnishings to apparel, and no series of tests, even, has solved this problem.

"Firms still wish to have information on this point about the fabrics they make or buy, and, provided the results obtained are treated with caution and comparisons are not made over too wide a range, it is sometimes possible to obtain comparative information from the results of rubbing tests.

"Judging by the number of requests for these measurements to be made, it seems that more and more people are finding some useful information in this way.

"The demand has, however, gone on increasing and it is now necessary to augment the capacity further to avoid unnecessary delays in the provision of results.

"One of the difficulties in this connection is whether to have several machines of the same type or one machine of each of several types. If the former choice is made, it may well be that the apparatus will not cope very well with some fabrics in the range sent in, but if the latter idea is followed, the situation may arise where manufacturers try to compare two results obtained at different times when these figures have actually come from quite different pieces of apparatus."

After emphasising that "fading is a feature that must not be forgotten," the report says that in connection with light fastness the amount of work undertaken in the Testing House laboratories has increased considerably recently.

The fine new showrooms of Kayam Carpets, Ltd. (Story previous page).

Furnished Bungalow Highlight Of Midlands Ideal Home Show

CHIEF feature of this year's "Birmingham Mail" Midlands Ideal Home Exhibition, which was opened last week and continues until October 23, is a timber-built bungalow. The Council of Industrial Design, which was invited to select the furnishings, appointed Eileen Bell, painter and designer, to plan the furnishings and colour schemes.

The five-roomed interior has been planned for a married couple with two school-age daughters. In her choice of fabrics, the designer has used extensively black accents throughout, and these serve to unify the colour schemes of the individual rooms. All the furniture has been chosen from the stock of the Birmingham Co-operative Society, Ltd.

The exhibition has attracted more than 70 exhibitors from the Midlands and other parts of the country.

Lush Furnishings, manufactured by Rowland Hartrick, Ltd., Warwick Road, Birmingham, feature a specially-constructed five-roomed flat on their stand. It is designed to help the many people who have mixed feelings with regard to modern, contemporary and traditional furnishings. At their stand, Lush have ingeniously combined various styles of furnishing.

The Beehive, of Albert Street, Birmingham, again have one of the largest furnishing displays. Other firms represented are Times Furnishing, Dale Forty & Co., Ltd., H. J. Searle & Son, Ltd., and Stylecraft Works, Handsworth, Birmingham, furniture upholsterers.

Notts Kingsleigh Ball

The annual Kingsleigh Ball, organised by the Nottingham Area F.T.B.A., will be held at Nottingham Palais de Danse, on October 26. To attract more people, the committee has reduced the price of admission from one guinea to 7s. 6d. each. Dress is optional. A television set is being offered as first prize in a raffle.

Design For Living Section

Boothroyd's, Ltd., Lord Street, Southport, have opened a Design for Living section in their furniture showrooms. In addition to kitchen furniture, displays are made of electrical equipment and new devices to save labour or improve the appearance of the home.

Marseilles Fair Shows A—

New Look In French Furniture

THE furniture section of the Marseilles International Fair is of special interest, since the Fair began thirty years ago with an exhibition of furniture in the Parc Chanot. From this nucleus it has expanded to become one of the most important commercial events in the Mediterranean.

The majority of the furnishings shown this year are in the traditional French style, which remains unashamedly bourgeois, with the emphasis on massive design and dark woods.

Most of the bedroom and dining-room suites on view are veneered in mahogany or walnut. Wardrobes and sideboards generally have moulded fronts, while tables and chairs stand on cabriole legs.

The trend in bedroom furniture is towards the boxed-in divan unit (which the French call a "cosy"), which in some cases now include a built-in radio set.

Though undoubtedly space-saving, the "cosies" show little imagination in their design, and are sometimes very ugly.

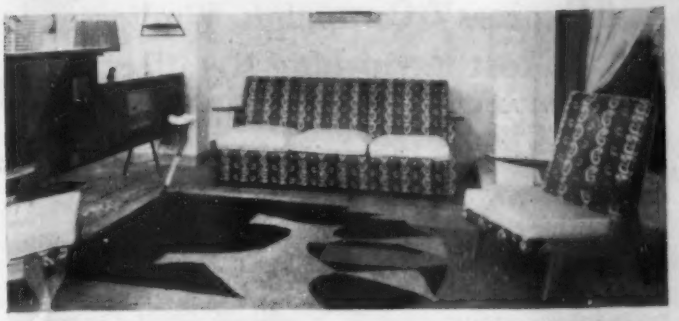
Among the reproduction furniture, the best designs are those which revert to the golden age of French furniture, the Empire. Writing tables, sideboards and bookcases in the Empire style are exhibited at Marseilles and show that French craftsmen have lost none of their skill in combining wood, bronze and leather to create elegant and dignified furniture.

But the most interesting displays are of modern furniture. These designs represent a sharp break with the past, since in France there is no half-way house between traditional and contemporary furniture as there is in England.

The modern exhibits at Marseilles, strongly influenced by Leger, Picasso, and so on, plunge straight into the 20th century, without a backward glance.

Upholstery is in vivid contrasting colours, legs are generally attenuated into stilts, and there is much use of glass, formica and nylon.

A new synthetic cane, made of nylon, is used effectively in chairs, settees and occasional furniture. The nylon cane, made by a firm in Champigny, is supplied in twenty different colours, and is claimed to be indestructible. A group of lounge and dining chairs, with frames of cherry wood, and seats and backs of yellow nylon canework, are shown by the Marseilles firm of David Frères. The same firm exhibits a bucket-type settee, occasional tables and canterburies of natural cane woven on bamboo frames, which show that these simple materials can be made into very sophisticated furniture.



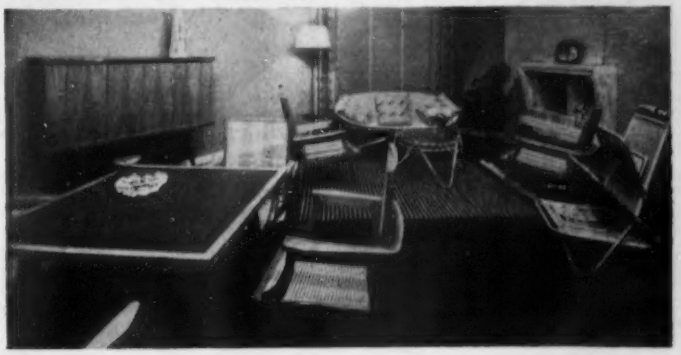
The firm of Grègoire also presents furniture for the most advanced taste. A complete interior designed by this firm uses carpets designed by Lurcat, and "cubist" wall hangings, which are being produced by the ancient tapestry works of Aubusson.

The furniture includes a combined lounge and dining-room cupboard unit with open shelves and built-in television and radio sets. This unit is mounted on steel tubular legs. The lounge chairs, covered in repp in bold, contrasting stripes, are also slung on tubular legs. Two of the chairs can be grouped into a settee.

Another matching settee is combined with a bookshelf, the upholstery and the bookshelf being mounted on a hollow base with four shallow drawers.

In the lounge, a settee and two chairs are covered in contrasting

(*continued over page*)



"Express" Campaign Vindicates Most Furnishing Retailers

A CONDEMNATION of the campaign against hire purchase waged by the "Daily Express" recently was made by the president of the National Association of Retail Furnishers, Mr. J. S. Allpass, when the association held its quarterly council meeting at the Town Hall, Colchester, last week.

Mr. Allpass said that the "Daily Express" campaign had vindicated the majority of retailers, for of the 4,000,000 circulation of the paper, entailing several times that number of readers, only 1,000 people had responded by sending their hire purchase agreements to the paper.

"Speaking for retail furnishers," Mr. Allpass said, "I can only say that this corresponds to the fact that we have no evidence that any of our members are charging more than was permitted under the original Board of Trade control order."

He said that it was quite certain that the prices of domestic furniture and furnishings would be immeasureably higher than they are, were it not for the vast market created by hire purchase facilities which enabled manufacturers to introduce and operate mass production machinery and plan their output on long production runs.

A move towards abolishing purchase tax was recommended by the council, and a resolution to this effect was carried unanimously. The resolution said, "That this National Council of the N.A.R.F. vigorously protests against the continued retention of purchase tax, and calls upon the Government to take steps to ensure its complete removal by gradual stages."

A further motion, regarding the £500 allowance from purchase tax for small workshops, was also passed. This pressed that the allowance should be increased to the former figure of £2,000.

A lively discussion on the standard of furnishing fabrics was a feature of the afternoon meeting. It was started by Mr. L. T. N. Harris, of London, who said that he had instigated a meeting between manufacturers wholesalers and retailers of furnishing fabrics. Questions of faults in fabrics, inadequate allowances, and other matters, would be raised.

Mr. Harris said that he had had experience of many cases of faults in fabrics recently. Other members agreed with this.

It was decided that the Executive Committee should investigate conditions in technical colleges, after the matter had been raised by Mr. J. H. Easden. Mr. Easden said that education in technical colleges was not of a nature to encourage traditional craftsmanship.

Death of Col. Brighten

Col. George Stanley Brighten, chairman and managing director of William Whiteley, the Bayswater store, since 1953, was killed in a car crash at Newchapel, Surrey, late on Friday night. He was 64.

Col. Brighten bought up four-fifths of the shares in Whiteley's in 1952, and became chairman and managing director in 1953.

NEW LOOK IN FRENCH FURNITURE

(*continued from previous page*)

orange and grey tapestry with an unusual honeycomb weave.

The dining-room furniture is carried out in acajou, an African wood of a pale mahogany colour with a fine grain. The dining chairs have seats of moulded laminated wood, lacquered in bright colours, and T-shaped backs.

The lighting fittings displayed by Grègoire, and by other firms, show much originality. In the Grègoire lounge, an asymmetrical wall-lamp combined indirect lighting with a direct lamp in a conical shade, and a small flower-pot with real foliage. Other light fittings include a table-lamp of glazed black pottery, with slots for the insertion of flowers; lamp-shades of varnished raffia; and wall brackets with multiple swinging arms and conical shades.

It is significant that these modern (and ultra-modern) exhibits have attracted the most interest from the public at Marseilles.

It would seem that some of the old-style furniture is not as popular as the makers themselves believe.

A French newspaper, commenting on the Marseilles display, said: "If the French were allowed to, they would all change their furniture."

The big obstacle is the price of the modern article. At present the manufacturers have priced themselves out of the popular market, as well as out of international trade.

S. G. Bryant Leads West Bedding Section

Mr. S. G. Bryant.

WHEN it was known that he was visiting Bristol, Mr. G. K. Latimer, president, National Federation of Bedding and Allied Trades, said he had been warned that "the West of England people are tough with very strong views of their own."

He was pleased to record that on this, his first official visit to the section, he had been well received.

Stating "Efficiency here is high," he said members of the section were fulfilling the aims of the Federation in providing really good bedding for the British public.

Mr. Latimer was speaking at a luncheon at the Royal Hotel, Bristol, given by the West of England and South Wales Bedding Section, and replying to the welcome extended to him and the national secretary, Mr. Frank Ramsey, by section chairman, Mr. V. J. Vaughan.

Giving the chairman's report at the annual general meeting which followed the luncheon, Mr. Vaughan said the section membership now stood at 29. There had been only one resignation during the year.

The section was proud of the work done by one of its members as national president, Mr. Frank Milton. He went on to pay tribute to Mr. Ramsey and the members of the Council.

The past year had been comparatively uneventful for the section; the main highlight however had been the Convention held at Torquay. A vote of thanks was moved to Mr. Philip E. Maggs, section secretary and treasurer.

Officers elected were: Chairman, Mr. S. G. Bryant (C. Newth & Sons Ltd.); Secretary, Mr. P. E. Maggs (Maggs Furniture Industries Ltd.); Local Conciliation Board Representatives, Messrs. Bryant, P. H. Grimes (C.W.S.), R. E. Batt (H. H. and W. H. Hill Ltd.), and H. Wilson (White Wilson Ltd.).

Makers Executive Committee, Messrs. Bryant and V. J. Vaughan (Multi-Springs Ltd.). Deputies, Messrs. Batt and Maggs.

News From The Sales Side

NOW representing the Batley, Yorks, factory of Rest Assured Upholstery and Bedding Co., Ltd., is **S. Solk.** He will cover Lancashire and Cheshire. **D. Thornton,** who latterly covered this territory, has been appointed to the inside supervisory staff at Batley.

☆ ☆

SEVERAL new sales appointments are announced by J. H. Hunt (Yatton), Ltd. **R. A. Mogg,** 248 Harrogate Road, Leeds, 17, covers the East and West Ridings of Yorkshire and the Lindsey district of Lincolnshire including the City of Lincoln; Mr. Mogg was formerly sales manager at Yatton: **A. P. N. Galley,** 84 Auckland Road, Upper Norwood, London, S.E.19, takes over Kent, Surrey and Essex in succession to **J. A. Hawes: L. H. Bond,** 3 Connaught Place, Weston-super-Mare, covers Devon, Cornwall, Dorset and Hampshire in place of **R. G. Rogers,** who has left the company: in succession to **H. J. Roberts** the firm have appointed **R. S. Stratford,** 98 Gressel Lane, Marston Green, Birmingham, 33, to look after the postal district of Birmingham: **G. P. Williams,** "Brooklands," Coupe Green, Hoghton, nr. Preston, succeeds **J. K. Anderson** in Lancashire and Cheshire.

☆ ☆

FROM Nursery Furnishings, Ltd., comes news that **P. Lyon,** who represents them as far west as Berkshire, will now also cover Wiltshire, Gloucestershire, Dorsetshire, Somerset and South Devon. He hopes to get to North Devon and Cornwall at a later date.

☆ ☆

AFTER 30 years of representing Crosbie, Marriner and Co., Ltd., in the Eastern Counties, **A. L. Lipson** recently retired. His place has been taken by his son, **K. G. Lipson,** who has represented the firm for more than 20 years. In order to be conveniently placed for his new territory Mr. K. G. Lipson has moved from Banbury to 342 Cherry-hinton Road, Cambridge.

I HEAR that **Allan Janes,** secretary of High Wycombe and District Furniture Manufacturers' Society, has joined the board of directors of a High Wycombe firm of scientific instrument manufacturers—Ernest Turner (Electrical Instruments), Ltd., of Chiltern Works, Totteridge Avenue, High Wycombe.—"*Nomad.*"

Customs Agree To A Simpler Invoicing Under D-Scheme

AN important simplification in invoicing procedure has now been agreed by Customs and Excise after long and difficult negotiations initiated by the B.F.M.

The invoicing procedure hitherto recommended by Customs and Excise required some eleven columns and necessitated a separate line for each item of a bedroom suite as well as separate lines for the settee and chairs of a three-piece suite. It was also necessary to quote on each invoice against each item the code number and the cubic or square footage (if any), together with other information on how tax was calculated.

The procedure now agreed with Customs and Excise will, in the case of a repetition design (e.g., a bedroom suite of which a number will be made), enable the invoicing of this on one line as a bedroom suite and without giving any details of how the tax is computed. The information on how the tax is computed, should, in their own interests, first be registered by manufacturers with the Local Officer of Purchase Tax and must be quoted on price lists issued to the customers concerned and to the Purchase Tax Officer.

Here Are The Details

The following is the text of a letter sent by Customs and Excise to the B.F.M.:—

"You will remember our correspondence some months ago on this subject, then terminating with my letter of April 8. We have since reviewed the matter in the light of recent developments and now feel able to agree to some modification of our requirements in those cases where manufacturers of infrequently-changed lines issue price lists to their customers giving sufficient detail to show the basis on which the amount of tax, if any, payable on each item is calculated, including, of course, the D Code number and, where appropriate, the square or cubic footage. When this is done we will in future raise no objection to these particulars being omitted from the invoices (which will, of course, still show the amount of tax if any) provided that:—

(a) The price lists are issued to all customers and to the local Officer of this Department;
(b) Any alterations to the lists are issued both to customers and to the Officer as soon as possible;
(c) The invoices include the model number or other suitable means of relating each entry to the appropriate item on the lists; and
(d) The invoices bear a statement referring to the price list for details of tax computation.

"Where this arrangement is adpoted (but not, I am afraid, otherwise) we should not object to suites of furniture being invoiced as single entities, if traders so desire, provided that the system adopted shows clearly what items are contained in the suite and how the tax is computed on each. (Lest there should be any misunderstanding I should, perhaps, emphasise that this in no way means that aggregation of D's for components of suites will in future be permitted.)

"It would, I suggest, be advisable for any firm wishing to take advantage of the arrangement to consult their Local Officer beforehand.

The reference in the letter to aggregation refers to the process of adding together all the D levels for a suite and then paying tax on the difference between this and the price of the suite. It cannot be too strongly emphasised that this is **not permitted** and that tax has to be calculated separately on each component part of the suite in spite of the fact that this may now be invoiced as a suite in the manner suggested above.

J. H. Hunt Statement On Resumed Production

THE newly-formed company of J. H. Hunt (Upholstery), Ltd. has now started production again at the former Hunt group factory at Jubilee Works, Jubilee Road, High Wycombe, vacated in 1953 after the Hunt group's merger with Wake & Dean, Ltd., of Yatton.

In spite of the general shortage of labour in the area, little difficulty has been experienced in recruiting the craftsmen and women needed to restart the factory.

Mr. J. H. Hunt, managing director, said: "The firm's terms of employment are those laid down by the national labour agreement for the industry. We propose to negotiate a payment-by-results scheme in accordance with that agreement."

Viewpoint

THE vexed question of the Northern Furniture Exhibition has been raised again, this time by the retail side. The question is, of course, whether the trade should revert to an annual show in Manchester in September such as it had in the years before the war.

It is no secret that the holding of a Northern Exhibition at the same time as the one at Earls Court is not wholly popular with manufacturer-exhibitors or retailers. And here is MR. HENRY J. SUTCLIFFE, chairman of the Northern Area Council of N.A.R.F., coming out strongly on the side of a return to the September show.

★★ To *Furnishing World* he says:—

"Now that the question of future policy with regard to furniture trade exhibitions is under review, and in the light of the constructive proposals put forward by the National Executive of N.A.R.F., which have as their object the improvement of the status and interest of exhibitions, it is considered there are ample grounds for reviving the provincial exhibition in the North of England during September each year.

"When they have been consulted, Northern retailers have repeatedly stressed the great value which they obtained from this exhibition before the war, when simultaneous exhibitions were held at Belle Vue and City Hall, and it is hoped that very careful consideration will be given to this question quite independently of any exhibitions which may be held in February at Earls Court.

"Turning back the pages of furniture history, it is interesting to note that many manufacturing firms, whose products are now household words, firmly established themselves as the result of small stands at Manchester; and as many manufacturers have indicated they cannot support the London exhibition because of the very heavy costs involved, and in the light of the repeated requests of the Northern retailers for the revival of their traditional show, it is hoped that 1955 will see the revival of the Northern Exhibition."

★★ The policy of B.F.M. Exhibitions, Ltd., is of course to limit the number of furniture trade shows to one a year, to avoid the plethora of exhibitions that were held before the war. But the point of view of the Northern retail buyer must be closely considered as well as that of the manufacturer-exhibitor.

There is no doubt that the North feels very strongly on this question. There is a growing insistence that the September show should be revived. And we believe that further consideration will have to be given to the matter very shortly.

Catch Them Young!

HERE is an important point which some furnishers have realised but others are missing. It is the vastly increasing interest in the subject of furnishing (particularly contemporary) shown by *very young* people.

This was stressed recently when a firm in our trade ran a national link-up with a film. Part of the link-up was a competition, and the cinema managers report that a far greater interest was shown in this competition than in any other link-up they had run—for instance, for holiday travel and fashions.

It is also reported to us that, where the more enterprising furnishers hold special exhibitions, they find a great interest aroused among very young people, even from the ages of eleven and twelve. And for this reason they now always include in their exhibitions teen-age rooms, one for a schoolboy and the other for a young girl.

★★ This is important. The store that captures the imagination of the youngsters may not only create immediate sales for teen-age furnishings; it will sow the seeds of interest in the craft of furnishing among future potential customers who, when the time comes to marry, will undoubtedly remember the shop that attracted them in their youth.

Readers' Viewpoint

Retail Staffs' Increase

The Editor,
"Furnishing World."

SIR,—I regret to inform you that the statement attributed to Mr. J. S. Allpass on the above subject which appeared on page 53 of last week's issue of *Furnishing World* is not correct. The reference was to the negotiations between the U.S.D.A.W. and the National Co-operative Wages Board. In fact it was reported on the day following our own meeting that a settlement was likely to be reached on the basis of 8½ per cent for men and 6 per cent for women. As far as the retail furnishing trade is concerned, the Wages Council is not due to meet until mid-October.

Yours, etc.,
DOUGLAS EDWARDS,
(Secretary),
N.A.R.F.

W. H. Cookson Leads Sunderland F.T.B.A.

MEMBERS of Sunderland & District Area of the F.T.B.A. elected Mr. W. H. Cookson (Allen & Co., South Shields) as their president at the annual general meeting in Sunderland. He succeeds Mr. N. P. B. McQueen (McQueen & Miller Ltd., Sunderland).

The new chairman, Mr. T. Jackson (F. Clark, Sunderland) was complimented by the committee on his excellent work for the association during the past few years. The position of secretary and treasurer was retained by Mr. Michael O'Mara (A. Share & Sons Ltd., Sunderland).

Mr. O'Mara made an appeal for increased support for the Area.

personally speaking...

NEWS OF PEOPLE YOU KNOW

A NOTE from **Mark Resnick** tells me that he has now returned to the head office of Resnick Bros., Ltd., at Tulerie Street, Hackney Road, E.2, from their South Wales factories, to direct the sales organisation. His company controls the associate firms of Rappaport Bros., Ltd., for bedroom suites and bedsteads; Malcolm Howard, Ltd., Bridgend Trading Estate, for kitchen cabinets and equipment; and Matthews & Clark (Furniture), Ltd., Bridgend Trading Estate, for dining room furniture. New London showrooms will be opened shortly where productions from each firm will be on view.

☆ ☆

NOW general manager of Plummer Roddis, Ltd., at Andover is **A. J. Pratt**, who has been fabrics buyer and under manager at Yeovil for the past three years. He succeeds **A. S. Capps**, who has resigned.

C. S. Freeman (left) presents a gold watch to A. Bell.

SIX hundred persons comprising members of the staff and friends and representatives of the main suppliers, were the guests of Clement Freeman and Son, Ltd., Liverpool, at the annual staff dance held at the Grafton Rooms, Liverpool. During the evening **C. S. Freeman**, chairman and managing director, presented gold watches to two employees—**J. E. Furlong** (district manager) and **A. Bell** (a managing clerk)—who have completed 20 years' service.

FURNISHING men who attend the "Horse of the Year" show at Harringay this week will see **Gordon Howland** competing in the "Evening Standard" Foxhunter championship. He is the son of **E. Howland**, director of R. J. Howland & Co., Ltd., of High Wycombe, and he qualified for entry in the championship at Little Chalfont horse show a fortnight ago.

☆ ☆

MY picture shows **George Hensher** holding a Jacobean putter which was presented by the late **Alderman R. A. Janes** in 1926 as a trophy to be played for annually by High Wycombe and London. The first match took place in 1926, and was won by High Wycombe. These matches continued, being won alternately by London in '27, Wycombe in '28, and London in '29 when, for some reason, the event was discontinued. This year, at the suggestion of David Birch of Wycombe, Mr. Hensher got together a London team and, as reported in *Furnishing World* at the time, London won. Mr. Hensher says that it is a little difficult to know where the putter should be kept, but he supposes that the best place would be the L.F.M. offices. Any other suggestions?

☆ ☆

THE truth that human relations in industry must be brought down from the regions of slogans, and based on the practicalities of confidence and mutual respect between managment and employees, was stressed by **E. C. B. Rowley**, chairman, at a dinner given by the directors of Harrison (Birmingham), Ltd., at the Grand Hotel, Birmingham, when nearly 300 employees and their wives were entertained. During the evening, Mr. Rowley announced the formation of the Harrison XXV Club, the membership of which will be composed exclusively of employees with 25 years' service and over. The first long service awards were made at Blackpool in 1950, on the occasion of the company's Jubilee Celebrations, when 113 employees received gold watches.

☆ ☆

THERE have been some changes at the Council of Industrial Design. **Paul Reilly**, who has been chief information officer since 1948, has been appointed deputy director in charge of the industrial division. His responsibilities will include the Council's relations with industry, its exhibition programmes, the promotion of "Design Review." Mr. Reilly will be succeeded in the information division by **J. Noel White**, who has for the past six years been information officer of the Rural Industries Bureau.

☆ ☆

NOW on the Boards of Linoleum Manufacturing Co., Ltd., and Barry and Staines Linoleum, Ltd., is **D. R. Colville.**

Nomad

A Smile with Betts

"About that display card in the window, I'd like to see the divan 'a child can operate.'"

RETAIL SELLING PLANS

Knowledge And Enthusiasm Needed To Sell Carpets

MORE than twice as many carpet salesmen as attended the opening of the first Carpet Sales Training Course organised by the British Carpets Promotion Council last year, were present to hear Mr. M. W. Catesby (Catesby's, Ltd.) launch the 1954 course.

Introducing this intensive selling course at the Piccadilly Hotel, London, last week, Mr. Catesby said that however good and however expensive a store's advertising might be, it was entirely dependent on the attitude and knowledge of the assistant who did the actual selling of the merchandise. "You are the last link in the chain, and the most vital one" he told the salesmen present.

Good Selling

A panel of three speakers dealt with the subject of carpet-selling under three headings: salesmanship, product-knowledge, colour and design. Dealing with the first section, Mr. Chas. C. Knights, F.I.P.A., F.S.M.A. (Sales consultant) said that it was not good selling to persuade a customer to accept goods which were not those she really wanted. Although a sale had been made, the customer would not quickly return to the shop concerned to make another purchase.

"Good salesmanship," said Mr. Knights, "is the art of making extra sales while at the same time building maximum goodwill. Goodwill, in its turn, is the collective desire of your customers to go on doing business with you."

Both knowledge of goods and knowledge of the technique of salesmanship were vital factors, stated Mr. Knights, but where he had to choose between the two he would always select knowledge of goods as the more important. In the carpet trade, especially, customers needed to be served by assistants who really knew what they were talking about.

The vast majority of sales made in shops to-day were in the nature of replacements, and only satisfied customers would return to a store to buy a new rug or carpet when the old one was outworn.

There was an important factor on the increase in this country, Mr. Knights pointed out, and that was the growing practice of national advertising by manufacturers in consumer papers and magazines. As a result of this trend, customers were being "sent up to meet the goods coming down to them."

Carpet Recognition

One of the attractions of the carpet trade, said Mr. Bertram Jacobs, M.S.M.A. (director of Solent and Wilton Royal Carpet Companies), was that no man was ever too good or too old to learn more about floor-coverings. This truth applied more than ever to-day when hundreds of new homes were being built, to be lived in by young people who had no inhibitions about trying out new and original ideas in furnishings.

Illustrating his talk by slides and by samples of carpets Mr. Jacobs dealt with the principal types of machine-made carpets which the salesman was likely to encounter to-day. He listed these as: Wilton and Brussels; tapestry Brussels and tapestry velvet; chenille Axminster, spool and gripper Axminsters.

Wilton and Brussels, he said, were both made on the same kind of loom. Brussels had a loop pile, and the velvet pile of Wiltons was achieved by cutting the Brussels loop. The quantity of colours in these carpets was controlled by the number of frames at the rear of the loom.

Both Wilton and Brussels carpets were hard-wearing, the former having the advantage of a velvet, lustrous surface.

Wilton carpets could always be identified by the smooth back, and the jute stuffer which ran alongside the cotton warp in addition to the woollen frames running in the back. The weft was formed of linen, fine jute or cotton.

In Wilton or Brussels carpets, as more colours were used so more yarn was hidden in the back, making the carpets very hard-wearing but also adding to the expense.

For the customer who did not wish to pay the price which these carpets cost, said Mr. Jacobs, tapestry carpets had been evolved—multi-coloured designs with all the yarn on the surface. In these carpets the design was first printed on the pile warps, and the weaving process was the same as in Brussels and Wilton (quicker because of a single beat-up instead of two) but without a Jacquard. Tapestries could be either the looped Tapestry Brussels or the cut-pile Tapestry Velvet. Generally, however, the tapestries had been replaced in popularity by Axminsters, which were divided into chenille, spool or gripper types.

In chenille Axminsters, said Mr. Jacobs, a large number of colours could be used, and the qualities available ranged from the cheapest varieties to the very finest worsteds. It was easy to identify a chenille Axminster by the ridged back, its "fur" pile and the "catcher warps" which secured it to the back.

The smooth-surfaced spool Axminsters were available in a wide range of qualities, and designs varied from plains and two-tones to others incorporating more than seventy colours. The back of a spool Axminster carpet was not as smooth as a Wilton, and the cotton warp chain was very noticeable. The thick jute weft formed the main backing, which was always sized, and there was usually no jute stuffer warp running with the cotton warp chain.

Unlike the spool, he added, which could use an unlimited number of colours, those in the gripper were controlled by the number of frames available. The surface of the gripper was seldom as smooth as the spool, and its back was more heavily ridged.

Between them, spool and gripper looms produced more than half the carpets used in British homes. Each kind could be made in similar qualities, at the same price, and both were equally hard-wearing.

Colour and Design

No harmonious room-scheme could be achieved, explained Mr. J. H. Mellor, F.R.S.A., M.S.I.A. (Chief Designer, Carpet Trades, Ltd.) without all its individual items being skilfully blended. This truth was being brought home to the average customer both by retailers' model-room displays and by articles in the big-circulation magazines. In order to give useful advice on the design and colour of carpets, the sales assistant must have a practical knowledge of this subject.

No salesman had the right to try to impose his own taste on the customer. He should not be partisan, but should be well-informed on the best known furnishing styles of different periods.

Correction

We regret that in *Furnishing World* of September 24, a continuous memo pad, the "Permapad," was attributed to Adapta Signs Display Products. This is, in fact, made by Fonadek, Ltd., Knightsdowne House, Vivian Road, Harborne, Birmingham, 17.

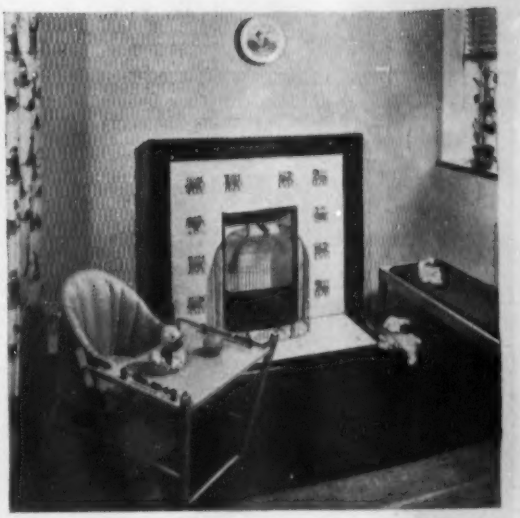
Fireplaces Add Realism To Displays Of Modern And Period Furniture

FEW people are able to visualise furniture in its intended setting unless a realistic background is created for it in shop or showroom. For this reason more and more retailers are presenting furniture in model-room settings, and are grouping it with fabrics, floorcoverings, and accessories. During the past year an increasing number of furnishers have included real fireplaces in their room-settings, especially in autumn and winter promotions when an attractive hearth helps to convey an atmosphere of cheerfulness and comfort.

In a recent link-up between W. N. Froy & Sons, Ltd., fireplace manufacturers, and William Perring & Co., Ltd., furnishers, seven fireside groups are presented in the Froy showrooms at Brunswick Works, Hammersmith.

A variety of income groups is catered for in the exhibition. One setting features a fireplace costing nearly £190, with appropriate furniture and accessories, while at the other end of the scale is a simple study setting with a fireplace costing just under £29.

In several of the room-schemes original oil paintings are included.



Right: gay fireplace designed for a nursery scheme. Below: two lounge fireplaces, one in marble and the other trellis tiled. These Froy fireplaces are shown in settings furnished by William Perring, of Kensington.

These are by Mrs. Lawson-Dick (whose work was reviewed in a *Furnishing World* feature last December). In all settings great care has been taken to achieve harmony between furnishings and fireplaces.

One elegant fireplace featuring a combination of marbles in Zebrino and Emperor Red, has a contrasting mantel of green stone which is made to return round the chimney breast. Troughs for growing plants have been introduced within the fireplace scheme. A striped tapestry coffee chair stands nearby, with a walnut coffee table and an off-white fireside rug.

The fireplace chosen for a lounge-hall has a trellis motif carried out on decorative tiles in brick red and cream, and the wood mantel and shelf have been primed for painting in acid-yellow. The furniture in the setting includes a two-seater bench seat, and a Parby seat upholstered in uncut

(*continued overleaf*)

"Yours To Choose" Display By Heals

THE latest of the frequent exhibitions held by Heal & Son, Tottenham Court Road, London, W.1, shows a very wide range of furnishings, from hand-made and expensive designs in both traditional and New Elizabethan styles to inexpensive but well-constructed furniture of modern type.

The exhibition is being held in the Mansard Gallery, on the fourth floor of the store, and will remain open for several weeks—at least until Christmas.

There are two lounge-settings, two bedrooms, three dining rooms, and a combined day and night nursery.

The latter is a gay and practical room, with heavy rush matting on the floor, unit furniture in the night-nursery area, and brightly-coloured furnishing fabrics in both sections. The New Elizabethan lighting fittings in the day nursery include a pair of wall lights in blue and gold, reminiscent in style of the traditional small paraffin lamp.

Dining-room settings include an elegant room containing hand-made mahogany reproduction Regency furniture. Curtains in wine, gold-figured, are in the same traditional style, and so is the deep blue-green paper covering the walls.

For the customer who favours the very latest styles, there is a dining-room furnished chiefly in black and white, with touches of vivid colour such as royal blue. (*Picture above.*)

(*from previous page*)

moquette, which converts to take four persons. The garnet-red rug is by S. J. Stockwell & Co. (Carpets), Ltd.

The children have not been overlooked, and a gay fireplace specially designed for a nursery scheme features a tile design of story-book animals on a clear cream ground. The wood mantel and kerb are in black ebonized finish. A slate blue rug contrasts with a party seat in scarlet moquette, and an upholstered convertible chair with a blue play-tray.

The trend in fireplace design this autumn is towards colourful tiles featured on a neutral ground. These blend well with New Elizabethan furnishing schemes where one or two striking colours are often highlighted against muted backgrounds.

Also shown at the exhibition were budget kitchens planned to a price, and new culinary packs for the bride-to-be. These will be featured in next week's issue of *Furnishing World*.

Five Stores In Glasgow Promotion

FIVE retail furnishers recently co-operated in equipping two large show flats on the new Drumchapel housing estate being built by the City of Glasgow Corporation. This group venture was organised by the "Glasgow Evening News," and the retailers who co-operated in the scheme were Bow's of High Street, Clydebank Co-operative Society, Ltd., MacConnell & Co., Wood & Selby, and Wylie & Lochhead, Ltd.

The accent in the link-up was how economically a home could be furnished with good-quality merchandise obtained from local stores, and full details of prices for all items included in the flats were printed in a booklet issued by the "Glasgow Evening News," which also contained advertisements by the five stores concerned.

Each flat consisted of a living room, hall, bathroom, kitchenette, and two bedrooms.

Furnishings included many of "contemporary" style, and by consulting the "Evening News" booklet visitors were able to see how much the furnishings would cost them.

The Drumchapel display has excited considerable interest, and may be followed by similar "Evening News" exhibition flats in other housing suburbs of Glasgow.

The flats were opened by the Lord Provost of Glasgow, and the following day were visited by band-leader Ray Ellington, currently appearing at the Glasgow Empire.

Grouped Price Marker

INDIVIDUAL price-marking of merchandise displayed in the window can be usefully augmented by a system of grouped price-marking, by a panel carrying interchangeable letters and numbers. A slotted signboard of this type has just been introduced by Kennett Price Markers, 55a Eastgate Street, Winchester. Based on that Company's system of flanged figures and letters made of strong white moulded plastic, these interchangeable signboards are fitted with a series of slotted bars into which the flanges at the bottom of the figures and letters are inserted. Made of wood in two sizes (3 ft. by 2 ft. and 2 ft. by 1½ ft.).

SOFT FURNISHING SIDE

Originality And Colour At Finmar's Fabric Show

A STIMULATING exhibition with a number of interesting new developments, opened last week at Finmar, Kingly Street, London, W.1., and will remain open until October 13.

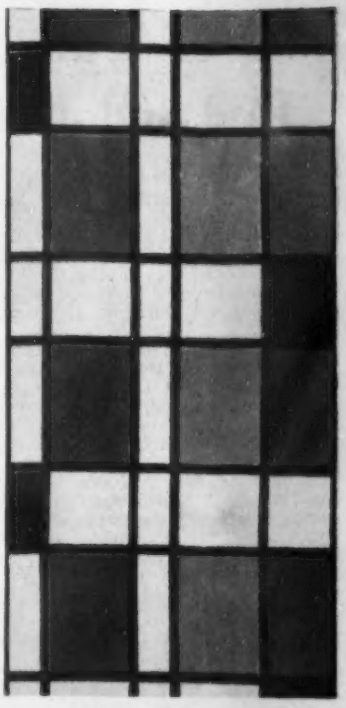
These are a few of the special fabrics and floorcoverings which are featured: very "contemporary" plastic tablecloths called "Stigolon"; double-woven chenille carpets—first marketed in Sweden last Spring and now available in this country; the employment of the photoprinting technique for textiles; and the use of screenprinting both for fibreglass material and for cotton velour.

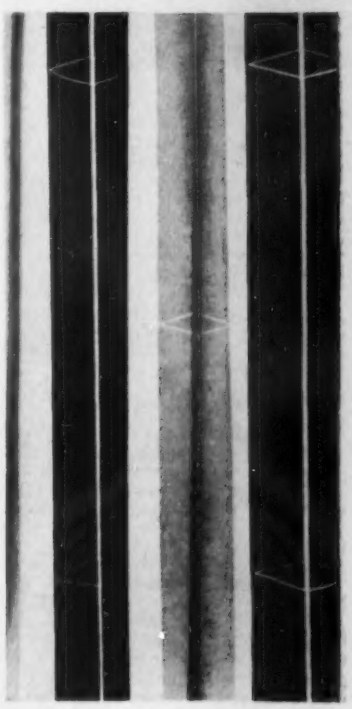
These are several facets of a "one-man" exhibition by Mrs. Astrid Sampe, one of Sweden's leading textile artists, who since 1937 has been head of the textile centre of Nordiska Kompaniet, Stockholm.

Fabrics and floorcoverings designed by Mrs. Sampe are now marketed in this country by Finmar.

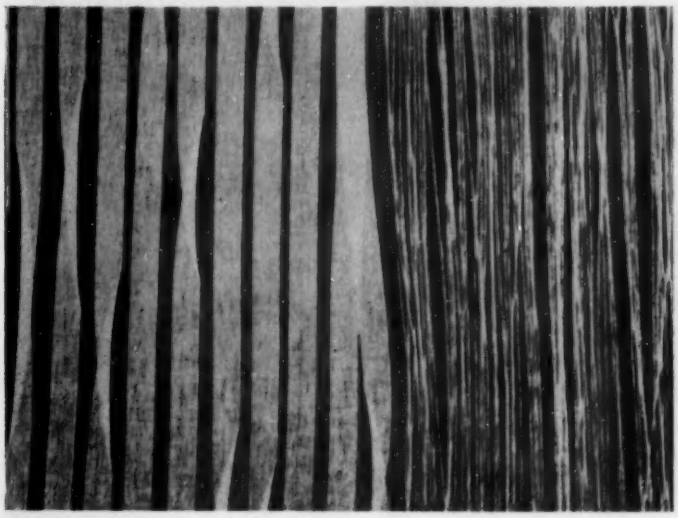
One of the striking features of the fabrics exhibited is the way in which a number of bright colours are combined in the same fabric while a harmonious effect is still achieved. This is demonstrated particularly well in the two screenprinted cotton velours pictured here. In "Thermidor" three blues have been chosen for the wide vertical stripes, and the fourth colour used is a sharp yellow-green. The blues featured are royal, peacock, and midnight blue. In "Modulor," the other screenprinted cotton velour, the colours selected include red, yellow and black, the latter forming the heavy bands outlining the rectangular brickwork design. These printed velours have been developed mainly for large curtains to be used in theatres and cinemas, and the fabric brings out these bright shades.

In complete contrast are the marble-type designs, "Spontanism," carried out by screenprinting on fine cotton. Here black-on-white and white-on-black have been used for the delicate tracery of the design.





TOP RIGHT: "Modulor" hand-printed cotton velvet in red, orange, black, and white. BOTTOM RIGHT: "Thermidor," another hand-printed design on cotton velvet, in three shades of blue combined with yellow-green. BELOW: "Double Twist" photoprint cotton with a design resembling treebark. All by Mrs. Astrid Sampe, at Finmar.



Woven Fabrics And Design In London Autumn Show

MANY students of design are able to visualise artistic themes, but far fewer are able to work intelligently with a full knowledge of the limitations of the fibres making up their fabrics and of the further limitations imposed on design by the machinery on which it is to be executed.

For this reason, the textile exhibition opened last week at Hamilton House, Piccadilly, London, W.1, by Sir Charles Morris, Vice-Chancellor of the University of Leeds, is of special interest to the furnishing trade.

The exhibition "Woven Fabrics and Design," which remains open until October 15, shows the work of students of the Department of Textile Industries of the University of Leeds.

How It Works

Most students take three-year courses leading to a degree or diploma, the qualification of longest standing being the Diploma in Textile Industries, which allows specialisation in science, economics or textile design as the main subject ancillary to textile technology. In the first year of the course the students attend courses in fine art, textile design, textile technology, and two other subjects selected from a group which includes modern languages, psychology and economics; in the second year there are courses in fine arts, textile design and textile technology, as well as in one of the other subjects taken in the first year. The third year is devoted to textile design and textile technology, special importance being given to a thesis embodying original work in textile design by Leeds University students.

First London Show

Although the Department of Textile Industries of the university has a long-standing connection with the City of London—being endowed by the Worshipful Company of Clothworkers— this is the first time that its work has been exhibited in the capital.

The designs exhibited are the work of degree and diploma students of the university, and the fabrics are composed of natural and synthetic fibres. Originally the Department was chiefly interested in worsteds and woollens, but has gradually extended its work in the field of rayon and synthetic fibres.

From October, 1955, the department will have two divisions, a wool division and a man-made fibres division, the latter being housed in a new building now being erected.

A great variety of yarn mixtures has been employed for the designs executed by the students, and all except one furnishing fabric (woven by Courtaulds, Ltd.) have been woven by Leeds University.

More than one type of spinning of the same basic fibres has been introduced into many cloths to give additional variety. Bright and dull yarns have been combined, and much use has been made of cross-dyed effects. Exhibits include combinations of several man-made fibres, including acetate, viscose, "Terylene," and "Ardil," together with natural fibres—cotton, linen and wool.

Furnishing fabrics make up the bulk of the exhibition, and the majority feature New Elizabethan designs, carried out in to-day's subtle and sophisticated colours. Of these a frequent choice is lime, while black, red and grey are also seen in a number of cases. A reversible furnishing fabric, made of cotton (60 per cent) and viscose (40 per cent), is carried out in lime-yellow and red, in New Elizabethan style.

Another interesting fabric is composed entirely of spun-dyed viscose staple which gives a full, firm handle together with great density of tone. This fabric, illustrated on this page, has been lightly scoured, cropped and pressed.

Oriental Trend

Several of the fabrics show the current Oriental trend, and among these are an all-viscose spun (also illustrated here), a viscose-and-wool, and two others in cotton and cotton spun "Fibro."

One interesting loom-finished fabric is a textured stripe, reminiscent of folk-weave, in viscose staple, viscose filament and cotton.

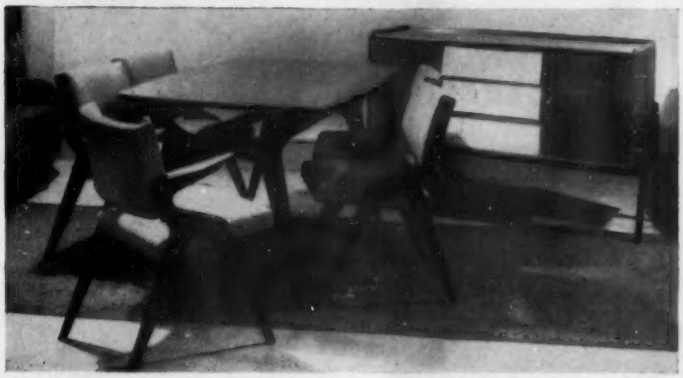
Fabrics featured include curtain and upholstery cloths, and among the latter is a moquette in cotton, worsted and "Fibro."

Many of the designs feature stripes, both vertical and horizontal, while squares are seen occasionally. In some cases the stripes enclose decorative designs, and in others the stripes themselves embody the ornamental design. One attractive all-viscose fabric features wavy stripes enclosing a pattern of stylised leaves, alterating with another pattern resembling leaf-veining.

Three of the furnishing fabrics on view at the exhibition "Woven Fabrics and Design" by students of the University of Leeds' Department of Textile Industries. LEFT and CENTRE are two coloured woven "Fibro" fabrics by I. F. Balkan, and RIGHT is a worsted spun and cotton spun "Fibro" by Sylvia M. Rothwell.

NEW FROM THE MANUFACTURERS

New Styling And Moderate Prices At Beresford & Hicks Show



NEW Elizabethan furniture was specially featured at the Beresford and Hicks autumn show in their Curtain Road showrooms, London. Several new designs were exhibited in this style.

New lines in their reproduction range are made to meet the demand for this style of furniture in a lower price range than the company has previously considered.

A striking dining set (illustrated here) is in straight-grained walnut with ash beehive drawer fronts on the sideboard. The table has a Dutch pull-out top with the leaf contained in a concealed frame under the top, and measures 4 ft. 6 in. closed, 5 ft. 9 in. open.

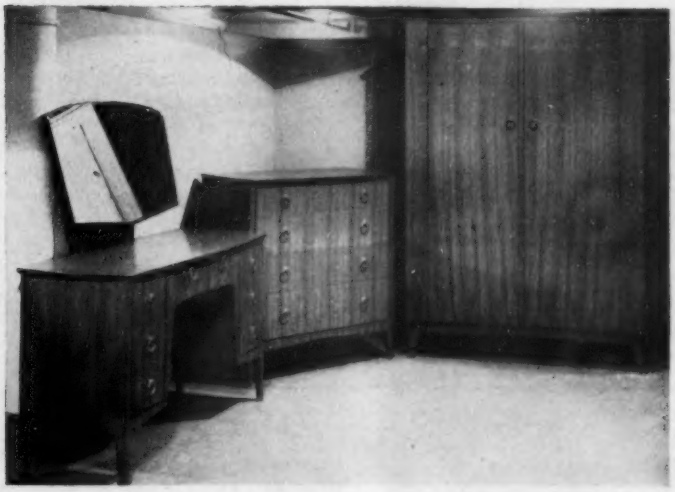
African walnut underframes, pinned with brass tube, are a feature of this set. Those on show had a black ebonised finish, but other colours, including natural, are available. The chairs were shown with seat and back upholstered in cherry tapestery, the arms of the elbow chair covered with Lionide.

Two new bedroom suites were shown in the New Elizabethan styling, one in straight-grained sapele and rosewood and the other (illustrated) in French straight-grained walnut. Both were in the 4 ft. 6 in. size, though the latter will shortly be offered with a 5 ft. robe.

Two fireside chairs in the modern style have been added to the range. An interesting one is designed to match the existing range of walnut unit furniture with stacking dining chairs. It has a solid walnut frame with tension springs in seat and back. Loose cushions for seat and back are of Latex foam, covered with a Heal's contemporary wool and cotton. The other chair is adjustable.

In the reproduction range of the new lower priced suites on show was a bleached mahoganv 5 ft. Queen Anne bedroom suite, with five-drawer chest and a 3 ft. 9 in. dressing table.

Another, also Queen Anne style, was a dining set in figured walnut, with 4 ft. 9 in. sideboard and table, and a Dutch pull-out top extending to 5 ft. 9 in. This set is also available in bleached mahogany. The chairs were covered in figured velvet.

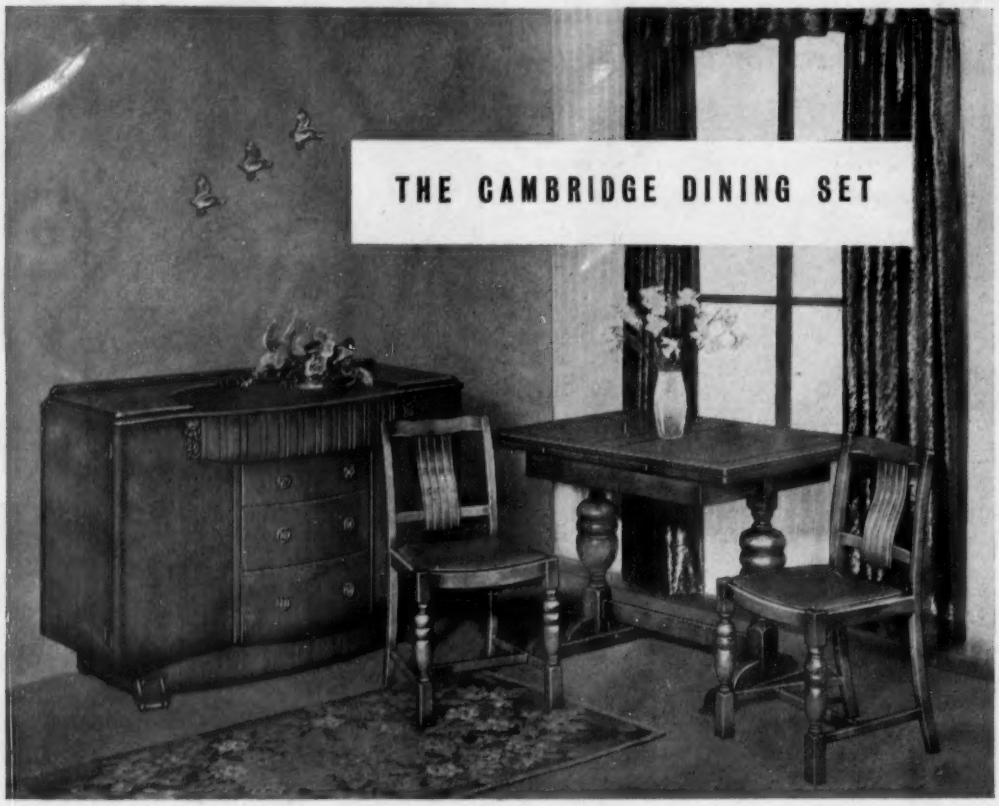


A new three-pillow three-piece suite has been produced at a lower price, adapted from one of the bergère suites. This now has scroll arms with walnut show-wood fronts, and is covered in grey brocatelle with contrast trimmings. Loose cushions are of Latex foam.

The "Valjoh" Automatic Machine

In a small advertisement in a recent issue there was an offer for sale of a "Vlajoh" automatic dowel and end-forming machine. The name of the machine is, of course, "Valjoh."

Another easy-to-sell line from Lawrencia!

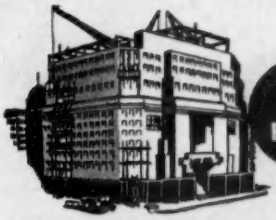


Soundly constructed, sensibly priced — that's what everyone likes about Lawrencia Furniture. The Cambridge Dining set, is a sales winner anywhere. The 4′ 6″ wide sideboard has four centre drawers with bow-fronts (the top one contains a cutlery compartment) and two spacious cupboards, both with a shelf. The 3′ 6″ by 2′ 6″ refectory table opens to 5′ 6″ by 2′ 6″. Alternative tables are the four-leg Canterbury and double-gate drop-leaf Castleton. The small chairs to match, as shown, have shaped bannister backs.

'Every piece of Lawrencia shows good, honest craftsmanship — my sort of craftsmanship. And that's what most customers are after,' says TOM MALLET

LAWRENCIA (REGD.) FURNITURE

WILLIAM LAWRENCE & CO. LTD., COLWICK, NOTTINGHAM



ADVANCE NEWS OF FURNISHING CONTRACTS

Homes, Inns Will Need Furnishings

AYR. A hostel at Craigie housing site has been approved by the B.C. Architect: Thomas O'Beirne, Municipal Buildings, High Street, The Sandgate, Ayr.

BIRKENHEAD. Erection of a club house at Cammell Laird's Sports Ground at St. Peter's Road, Rock Ferry.

BIRMINGHAM. Corporation approved proposal for a day nursery at Sumner Lane, etc., to cost £13,000, and adaptations at "Oakdene," 328 Hagley Road, as a home for aged persons.

Corporation will modernise Shenley Fields Cottage Home at cost of £29,200.

COVENTRY. Corporation is to start in January next on the rebuilding of Corley Residential School for Delicate Children.

CRAGHEAD. Plans are being prepared by the C.W.S. Architect's Dept., 90 Westmorland Road, Newcastle-on-Tyne, for the erection of a British Legion club.

CUMBERLAND. C.C. is to convert "The Croft," Kirksanton, Millom, into old people's home for 16 people. The cost of the work, including the purchase of the premises, will be £14,000. The C.C. is to purchase Higham Mansion, Bassenthwaite, for conversion into a school for subnormal girls, at a cost of £6,300 and a further £21,800 will have to be spent to bring accommodation up to 60. The County Architect is J. H. Haugham, Portland Square, Carlisle.

HAMPSHIRE. C.C. approval is recommended for repairs and adaptations to Uplands, Fareham, to provide an aged persons' home, at a cost of about £9,825.

KENT. The C.C. is recommended to approve proposed improvements at Kippington House Home for Old People, Sevenoaks, to cost £13,665.

WIMBLEDON. Surrey C.C. will make a contribution of £3,333 towards the £12,335 cost of a community centre proposed on site of the old Worple Road Congregational Church and St. George's Hall.

CHELMSFORD. Corporation is recommended to accept joint offer by Mann Crossman & Paulin, Ltd., Truman Hanbury, Buxton & Co., Ltd., London, by Emanuel College, for site at Chignall estate for licensed premises.

DALKEITH. Plans have been approved for the reconstruction of the Ship Inn, High Street, for E. Chandler, 67 Bonnyrigg Road, Eskbank, Dalkeith, Midlothian.

CHAIN OF MOTELS

S. BRITAIN. A chain of twelve "motels," a name given to a combination of hotel and garage facilities, are planned for erection in the southern counties of England by Graham Lyon Motels Ltd., Fitzharding Street, London, W.1. The sites earmarked for these are Silver City Airport, Ferryfield, Lydd, Kent; London Airport, and in Warwickshire, North Somerset, and possibly in Oxfordshire. The company already has The Royal Oak Motel at Newingreen, Lympne, Kent.

DARFIELD (Yorks). Prefabricated hotel at Nanny Marr Road for Barnsley Brewery Co.

DOUGLAS (I. of M.) Corporation is recommended to lease Willaston Mansion House at Willaston estate to Castletown Brewery, Ltd., who intend to convert it into an hotel with the usual amenities.

BLOOMSBURY, W.C. The erection of a new headquarters building in Endsleigh Gardens, W.C.1, is planned for the National Union of General and Municipal Workers. The architect is Mr. H. Lidbetter, 2 Verulam Buildings, Gray's Inn, London, W.C.1.

NEWINGTON CAUSEWAY, S.E.1. The L.C.C. will award a building contract soon for rebuilding the Sessions House at Newington Causeway, S.E.1. Tenders from selected contractors have been received.

DURHAM. Erection of licensed premises at Auton Stile Bearpark, for Westoe Breweries, Ltd., Dunelm Street, Sunderland. £13,000.

ILFORD. Plans submitted: Licensed premises at Manford Way. Architect: S. C. Clark, 86 Fenchurch Street, London, E.C.3.

NAIRN, INVERNESS-SHIRE. Additions, etc., are planned at the hotel by Mr. Hamish N. Paterson, architect, 17 Queen's Gate, Inverness.

SOUTH SHIELDS. The site at Mile End Road is being leased to Newcastle Breweries, Ltd., for the erection of new licensed premises to replace the Beehive Hotel. Licensed premises at Quarry Lane are to be erected by Duncan & Daglish, Ltd. Architects: T. A. Page, Son & Hill, 67 King Street, South Shields.

SUNDERLAND. James Deuchar Ltd., Eldon Square, Newcastle-on-Tyne, are to rebuild their war-damaged "Empress Hotel" in Union Street, Sunderland. Plans have been prepared for a three-storey building including a restaurant to seat 300 people. It may be some time, however, before the work is actually started. The architect is Edwin M. Lawson, Barras Buildings, Barras Bridge, Newcastle-on-Tyne.

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THIS SERIES

of notes on care and maintenance of woodworking machines serves two purposes: as a reminder that the subject needs attention, and to give users of particular machines an idea of what is required. Readers are reminded, however, that in the space available it is impossible to give full maintenance instructions for any machine. If further information is required, users will find the machine manufacturers, without exception, most willing to co-operate. Detailed instructions are usually issued with every new machine, and should be kept for reference.

AFTER investing a considerable amount of capital in woodworking machines, every manufacturer is anxious to get the utmost service out of them. To do this he must give them the care and attention they deserve.

Under the pressure of day-to-day production, however, one is apt to find that machines are taken somewhat for granted, particularly in smaller shops which do not run to a separate maintenance department. Even such important points as regular lubrication and cleaning can be overlooked.

Yet negligence is costly. The less care a machine is given the more quickly its value depreciates. That means the cost of production is increased.

Let us suppose a machine costs £1,000, and is built to produce 1,000,000 parts before it is worn out. The capital cost per article is ¼d. If, through lack of care and attention, the machine has to be scrapped after 250,000 parts have been produced, the cost is up to 1d.—four times as much.

Though the figures in the preceding paragraph are arbitrary, the proportion involved is not at all fantastic. And one must also take into account the increased cost of power and labour when producing on an inefficient machine.

Machines dispatched new from the manufacturers are always accompanied by a leaflet or sheet of instructions dealing with fixing, setting, lubrication and care. Can every user put his hand on his heart and honestly say that he makes sure due attention is paid to these instructions—especially if he has used a somewhat similar machine before?

Then, not everybody buys his machines new. Manufacturers' notes are not always passed on with used machines. It is more important than ever that a second-hand machine should have proper maintenance, as the buyer cannot be sure how much it has been used or whether attention has been paid to the smaller details of maintenance.

A fortnight ago *Furnishing World* published an article stressing the need for systematised maintenance in the factory. Now we begin a series indicating the care and maintenance required by individual machines. It is intended to cover as many as possible of the machines in common use.

This week we deal with some of the machines from the range of Stenners of Tiverton, Ltd., with the makers' co-operation.

Type "ARQ" Circular Saw Bench

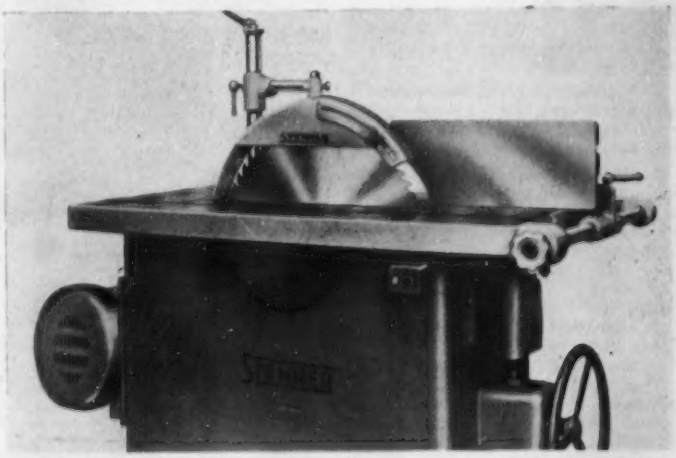
Saw spindle and motor rotor are mounted in ball and roller bearings and greased before dispatch, but in continuous use it is advised that a small amount of the specially prepared grease supplied with the machine be applied through the grease nipples once a week. Inferior grease is liable to damage the bearings. Too much grease forced into the housing at one application causes bearings to heat up.

Table slides and screws should be lubricated with thin machine oil and should always run very easily. This also applies to the fence adjusting nut and screw.

Care of the saw requires that the machine be properly set and the saw packed, and that the teeth themselves be in good condition. Teeth must be kept all the same height so that each does its share of the work, and they must be sharp, with the gullets well rounded. Spring setting must not extend to the bottom of the tooth, and must be even.

Correct packing is vital to ensure true running. Only the feed half is packed. Packing on the fence side should be placed in position first and pressed in tightly enough to hold the saw without twisting it. The other side should then be packed just tightly enough to hold the saw sideways, and a wooden insert fitted round the saw teeth to reach from below the saw gullet to the front end of the saw gap. Use plaited hemp of sufficient thickness to

(*continued over page*)



Stenner "ARQ" Rising and Falling Circular Sawbench: Totally enclosed fan-cooled motor effectively prevents sawdust getting into the driving unit, thus reducing electrical maintenance required.

New "F.W." Series On Machine Care And Maintenance

(continued from previous page)
fill the gap at each side of the saw, or hemp wrapped round a strip of wood.

Packing should be kept below the table level, and well lubricated with oil.

Faces of the front and rear saw collars should be kept clean and checked occasionally to see whether they are running true.

As with any machine, it is important to keep both the working parts and the surrounding area as clean as possible.

"BL" Interchangeable Chain And Chisel Mortiser

Motor spindle and square chisel auger spindle are mounted in ball bearings and greased before dispatch, but in continuous use greasing as for "ARQ" Circular Saw Bench is advised (see page 49).

Table slides and the chain cutter sharpening attachment should be lubricated with a thin machine oil to ensure easy sliding movement. The pull lever fulcrum and the triple depth stop will require an occasional application of lubricating grease.

When in continuous use for chain cutting, remove chain and immerse in oil two or three times a day, also apply oil between the sides of the guide bar and chain every half-hour. When not in use keep the chain immersed in oil.

When in use for hollow chisel mortising, it is important to keep the augers and the inside of the chisel clean.

"PTA" Combined Surface Planer And Thicknesser

Cutter and both motor spindles are mounted on ball bearings, and are greased before dispatch, but in continuous use greasing as for "ARQ" Circular Saw Bench is advised (see page 49), using specially prepared Shell Type VW high speed ball bearing grease.

The adjustable bottom feed roll bearings are mounted on felt sealed ball bearings (supplied packed with grease) which require no further lubrication during their life.

Power driven top feed roller bearings, if used continuously, should be lubricated with a grease gun, say, twice a day before starting up.

Vertical screw shafts, bottom cross shaft and feed driving chain tightener sprocket are fitted with oilite bushes which can, if necessary, run indefinitely without lubrication. They could be lubricated with light oil at convenient times.

The power driven feed chain is lubricated with light oil through a wick feed lubricator on the top of the aluminium chain guard.

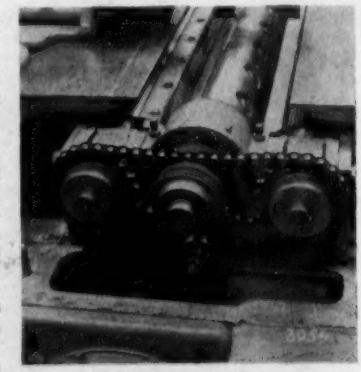
Light oil should be applied sparingly to slides for surfacing and thicknessing tables, end idler rollers, screws and nuts for adjusting surfacing tables, chipbreaker and guides, feed roll bearing guides, bush nut and screw for adjusting height of bottom feed rolls, also the end bearings of eccentric cross shafts for this adjustment, and the fence ram with its rack and pinion movement.

The feed wormwheel reduction gearbox should be filled with Shell Carnea Oil 35 (BD2) to the level of the filling plug (a funnel will be required), access to which is obtained by swivelling the pear-shaped cover on the machine frame near the feed motor. The gearbox should be drained, flushed out and refilled with oil at intervals.

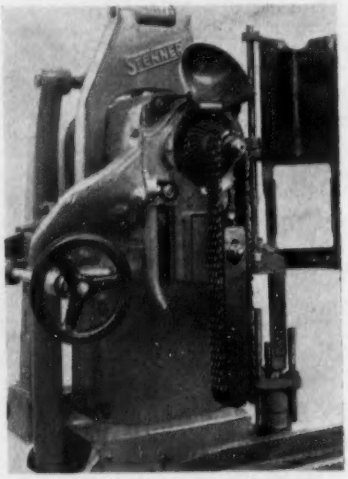
Output shaft bearings are oilite bushes requiring no special lubrication.

It is important that no alteration should be made in the setting of adjusting spindle and locknut near the top of the gearbox carrying the worm on extended motor shaft.

Always use cutters which are duplicates in every respect, and as nearly as possible equal in weight. Grind equal amounts from each cutting edge when resharpening, otherwise serious out-of-balance forces will result in vibration, wavy surface finish on timber, and excessive strain on the ball bearings, shortening the life.



Stenner "PTA" Combined Surface Planer and Thicknesser: removal of one guard reveals the main driving-chain for feedgear and the vee-ropes which drive the cutter-block. Accessibility of these parts is a useful feature of the design.



Stenner "BL" Mortiser: with chain guard raised and swung away and top cap hinged back, accessibility of the mortising chain makes maintenance easier.

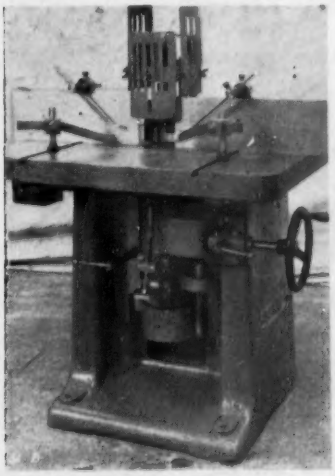
"BOE" 30 in. Bandsaw

Pulley spindles are mounted in ball and roller bearings and greased before dispatch, but in continuous use greasing as for "ARQ" Circular Saw Bench is advised (see page 49).

Saw guide rollers should be lubricated with a thin machine oil and should always run very easily. Top saw pulley slides should also be lubricated with this thin oil through the oil cups provided. It is important that the top slides should be free to rise and fall easily.

Space does not allow publication of detailed setting instructions, which are important in the care of the saw itself.

Deals This Week With Stenner Workworking Equipment



Stenner "MAE" Vertical Spindle Moulder: picture shows ease of access to the few points needing regular attention—the rise and fall screw, locking device for main spindle and lock for main slide. Hinged door at the back of the machine allows for maintenance of the motor unit.

The cleaning brush on the bottom pulley should be adjusted to keep the face of the pulley clear of dust and small offcuts which might become embedded in the rubber rim.

If the rims become polished and the saw slips, they can be cleaned up by sandpaper on a wooden block held firmly against them while running, care being taken to maintain even pressure to avoid the pulleys running eccentric when finished.

Tension should be released from the saw after use to allow it to contract when cooling.

"MAE" Spindle Moulder

Cutter and motor spindles are mounted on ball bearings and greased before dispatch, but in continuous use greasing as for "ARQ Circular Saw Bench is advised (see page 49), using the special Shell high speed grease type VW supplied with the machine.

The slides, hand wheel shaft and motor hinge shaft should be lubricated with a thin machine oil.

Before starting machine always check that cutterbolts are thoroughly tightened, and all adjusting and locking screws are secured.

Three spindle speeds are given by means of three step vee-rope pulleys. Spring loading on the vee-ropes should be reduced or removed altogether by tightening the box key nut so that the vee-ropes are slack before moving these from one set of grooves to another for speed variation, the spring pressure being restored before running again.

When running for long periods at one speed the spring loading on the vee-ropes should be checked occasionally to allow for stretch in the ropes.

Stenner "BOE" Bandsaw: picture shows both top and bottom roller guides, which are vital to the efficient working of the machine. Both need regular lubrication with thin machine oil.

Bigger-Than-Ever Equipment Show Next Year

DATE of the 1955 Factory Equipment Exhibition at Earls Court is announced as March 28 to April 2. The organisers claim that it will be seven times the size of the first of the series, held in 1953.

It is sponsored by the proprietors of "Factory Management" and is said to be the only exhibition of its kind in Europe—the most comprehensive display of factory equipment ever staged.

Exhibits will range from systems of prefabricating complete factories to modern power, heating, lighting and ventilating plant. Conveyors and other handling equipment will be on show.

Stands have been booked for the display of engineering products, processing plant, tools, packing equipment and scientific instruments as well as welfare and safety equipment.

Two conferences have been arranged in connection with the exhibition. The Institute of Works Managers National Conference and one organised by the National Industrial Fuel Efficiency Service will both have top flight experts to address directors, managers and other factory executives.

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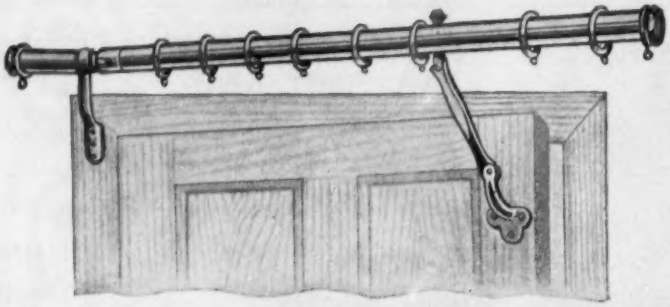

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HARDWOOD MARKET
By Quercus

Furniture Makers' Renewed Orders Are Met

AS forecast some weeks ago, many furniture manufacturers are now finding that with production schedules in full swing they have had to re-enter the market for many varieties of hardwood. Fortunately this market development has coincided with substantial arrivals of hardwood from many of the main producing areas, so that in most cases, consumers' needs have been met without much difficulty. Opinions differ as to whether there will be a shortage of stocks later in the year. At present some stocks are fairly heavy, but the over-all stock position is not really substantial. There is also some lack of balance induced by the long uncertainty over the possible reopening of the dollar hardwood market.

* * *

For a number of reasons the forward market is rather quiet at the moment. An analysis of the present position reveals that, despite official assurances that the dollar market must remain closed for the immediate future many in the hardwood trade believe this decision could be suddenly reversed. These feel, therefore, that a cautious policy in their forward buying is still essential. Another inhibiting factor in the forward market at present is that the price structure for many European and Far Eastern hardwoods still remains to be settled. Log sales in Japan and Europe have still to be held, and until these have taken place shippers and producers are not interested in the forward position.

* * *

In the plywood trade, a feature is the continuing activity of the British mills. It seems that demand for the home product will continue as long as the price of plywood from overseas takes an upward trend. There is at present no indication at all that Finnish shippers, for example, are prepared to scale down prices. Indeed, the tendency is all the other way. Most of the Finnish mills are fully booked ahead with commitments not only to this country but to Continental importers as well, which will maintain prices at least.

Costing In The Furniture Industry

Three Lectures At Shoreditch College

BEGINNING next Monday, October 11, a course of three weekly lectures on "Costing in the Furniture Industry" will be held at the L.C.C. Technical College for the Furnishing Trades, Pitfield Street, Shoreditch, London, N.1.

Admission will be free, and the lectures will start at 6.30 p.m. It is hoped to provide light refreshments for those arriving not later than 6.15 p.m.

Subject for next Monday is "The need for costing," lecturers: Mr. L. W. L. ALSTON, A.M.I.B.E., A.F.I.C.D., managing director of Alston's (Long Melford) Ltd., and Mr. JOHN HARD, B.Sc., managing director of D. Meredew, Ltd. Sir DAVID WALEY, K.C.M.G., C.B., M.C., chairman of F.D.C., will preside.

On Monday, October 18, Mr. W. LAMONT YOUNG, A.C.W.A., lectures on "Costs—the problems, materials, labour and overheads" under the chairmanship of Mr. A. S. BENTON, chairman of the College Governors. Subject for the last lecture on October 25, also by Mr. Young, is "The method of overcoming problems and establishing an accurate basis of costs," with Mr. R. RURKA in the chair.

Mr. Young is the expert on costing appointed this year by the Furniture Development Council as their adviser on this subject.

Efficiency Drive Enrols 500 Firms

B.P.C. Publish First Progress Report

PROGRESS of the drive for greater productive efficiency in Great Britain is revealed in the recent publication of the British Productivity Council's "Progress Report 1953-4."

In little more than a year, says the report, the initial plan for the formation of Local Productivity Committees has been almost completed, and with few exceptions has met with an excellent response from both employers and trade unionists.

Most of the main centres have now been covered, and 94 L.P.C.s have been set up. The Circuit Scheme, under which firms exchange visits with other firms in their area, has been taken up with enthusiasm, states the report.

"Teams do not merely visit firms in their own industry," we read; "valuable information is gained quite often from those outside it."

More than 500 firms, employing about 500,000 workers, have already joined, and more are joining every month. Most L.P.C.s have either begun visits or have laid plans to do so. An interesting result of the Circuit Scheme is that in Hull all member firms receive a list of waste materials currently available in their area—many firms having waste which others could use.

Other activities are reported, and the report includes a list of Local Productivity Committees.

Large-scale public meetings had been held by L.P.C.s in a number of big industrial areas with well-known speakers to attract local interest, and useful contacts made.

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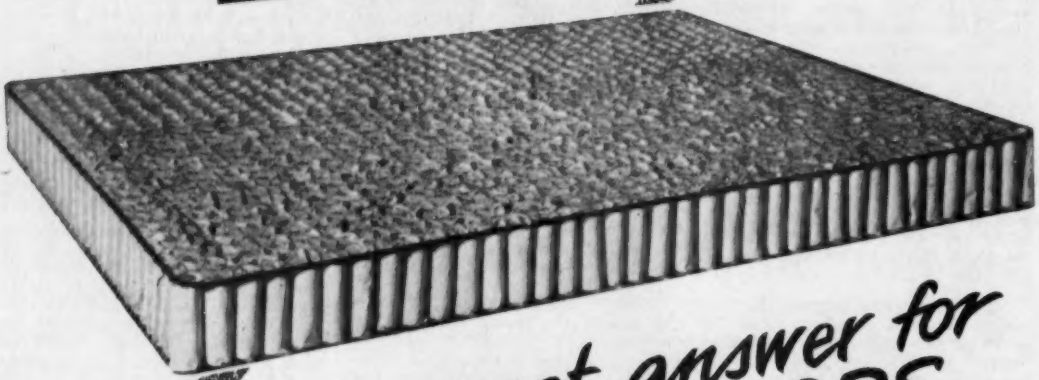

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Trading Results

Times Furnishing Increase

FOR the first eight months of 1954 turnover of **Times Furnishing Co. Ltd.** is up by about 10 per cent, it is announced by the directors of Times Furnishing (Holdings) Ltd. They predict that the year's accounts will show a favourable increase over those of last year.

Maples Resume Interim

Directors of **Maple and Co. Ltd.** announce that they are reverting to their pre-war practice of paying an interim dividend on Ordinary stock of 2½ per cent on November 5 in respect of the year ending January 31, 1955. For the previous year a single payment of 8½ per cent compared with 7½ per cent.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

William Kerr **Johnston,** 3 Brentwood Road, Blacon, Cheshire, lately carrying on business at Stanley Street, Chester, pram upholsterer and soft furnisher. Public examination October 21 at The Castle, Chester.

Harold **Curson,** 30 Cambridge Road, North Harrow, Middlesex, formerly carrying on business under the style of **"The House of Curson,"** 43 Headstone Road, Harrow, furniture dealer. Order of Adjudication September 15.

Notice of Dividend

Stanley Edward Gregory **Griffin,** formerly St. Neots Workshops, Wellesley Road, Cheltenham, Gloucester, upholsterer. No. 5 of 1930. Supplemental of 4s. 0¾d. in the £ payable October 12 at the Official Receiver's Office, 26 Baldwin Street, Bristol.

VOLUNTARY LIQUIDATION

Ernest Taylor (Furnishers), Ltd., 470 Glossop Road, Sheffield.

At statutory meeting of creditors statement of affairs showed liabilities £2,707, all due to unsecured creditors. Assets of a book value of £2,384 were estimated to produce £1,859, deficiency £848.

Company was registered in February, 1953, and had issued capital of £272. Trading figures covering whole period of trading to September 23, 1954, showed sales of £12,680 and loss of £963. The directors considered the losses had mostly been incurred in early months of company's activities, and it was thought that by reducing expenses it might be possible to retrieve the position. However, towards end of August it was decided to take steps to wind up company voluntarily.

Creditors resolved to confirm voluntary liquidation of company with Mr. P. Cardwell, of Poppleton & Appleby, C.A., 93 Queen Street, Sheffield, as liquidator.

The following are creditors:—

McIntosh & Co., A. H., £207; Solitaire Products (Birmingham), Ltd., £195; Vulcan Upholstery, £190; Griew & Co., Ltd., I., £139; Chadwick & Co., Ltd., Robinson H., £128; Ladybridge Cabinet Works, £117; Furniture Products, £103; Tibbenham, Ltd., Frederick, £100; Beautility Furniture, £90; Stevenson, Ltd., E. N., £89; Vono, Ltd., £88; Wade Spring Upholstery, £79; Parslow Furniture Co., £79; Horenstein, A., £71; Lawrence & Co., Ltd., William, £67; A. & H. Upholstery, Ltd., £66; Reliable Furniture Co., £57.

COMPANIES WINDING-UP

Sugar Bros., Ltd., 48-50, Redchurch Street, E.2, furniture manufacturers.

Official Receiver says in his opinion failure of company is due to mismanagement on part of directors in that they failed to make provision for sufficient working capital to cover overhead expenses incurred in a change of manufacturing policy between April and July, 1953.

Statement of affairs shows unsecured liabilities £23,178 (£12,287 due to trade creditors). Assets are estimated at £9,665 and deficiency to creditors is put at £18,182.

In April, 1953, company decided to manufacture cocktail cabinets and dining-room suites instead of dining-room chairs previously made. Machinery was obtained on hire-purchase for mass production but it was not until September, 1953, that manufacture actually commenced. The directors have said that during the period of change company incurred severe financial losses.

It continued to incur losses and was unable to pay principal due to debenture holder, with result that a Receiver was appointed early this year. Up to June 24 last the Receiver's receipts totalled £12,265, and after payments he had balance at bank of £1,583. He has informed the Official Receiver that there are still some assets to be realised.

The directors have attributed failure to company not manufacturing goods for sale during change-over period; and to slump in furniture trade from June, 1952.

PRIVATE ARRANGEMENT

John William **Lowe,** trading as **Lowe & Son,** 230-234 High Road, Chadwell Heath, Essex, upholsterer and furniture dealer.

At creditors' meeting it was stated that in 1947 debtor started business as sub-contracting upholsterer. Subsequently he became interested in a company, but the concern was unsuccessful, and in 1952 the debenture holder appointed a Receiver. Debtor then took over a business at the above address and name of firm was changed to Lowe & Son.

Liabilities totalled £5,531 19s. 3d., assets were estimated to produce £3,128 0s. 2d., showing deficiency of £2,403 19s. 1d.

Creditors resolved that matter should be deal with under Deed of Assignment in favour of Mr. Cyril Metliss, C.A., of Stoy, Hayward & Co., 5 Giltspur Street, E.C.1, as trustee of the estate, with a committee of inspection.

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Diary Dates

October 8. Golf match arranged by Bournemouth and Dorset Area, F.T.B.A., at Brockenhurst Golf Club.

October 9 to 24. French Textile Exhibition at Hutchinson House, London.

October 11. Annual dinner of Chair Frame Manufacturers Association at Mayfair Hotel, London.

October 27. Annual dinner and dance of Merseyside F.T.B.A., at Adelphi Hotel, Liverpool.

November 10. Annual dinner and dance of Birmingham and West Midlands Furniture Manufacturers' Association at Botanical Gardens, Edgbaston.

November 16. Annual Dinner and Ball of Northern Furniture Manufacturers Association at Queen's Hotel, Leeds. 7 p.m. Tickets 27s. 6d. from N.F.M.A., 34 Manchester Road, Bradford, 5.

November 30. Annual dinner and dance of North-West Furniture Trades Federation, at Grand Hotel, Manchester.

INCREASES OF CAPITAL

Oriental Matting Company, Ltd., manufacturers of coir fibre mats and matting, etc., Vorda Works, Highworth, Wilts.—Increased by £49,200, in 4s. 7 per cent Redeemable Cumulative Preference shares, beyond the registered capital of £80,000.

Fairways (W.V. Spink), Ltd., furniture dealers, drapers, removal contractors, etc., 4 Regent Buildings, Broadway, Peterborough. — Increased by £2,500 in £1 Ordinary shares, beyond the registered capital of £7,500.

John Hockin (Braunton), Ltd., house furnishers, etc., Exeter Road, Braunton, Devon. — Increased by £3,000, in £1 Ordinary shares, beyond

(continued column 2)

Stockroom Dates

HARRIS LEBUS, Ltd. October 11 to 14 at Marlands Hall, Havelock Road, Civic Centre, **SOUTHAMPTON.** Mr. Rowland in attendance.

* * *

S. MORRIS & SONS (LEEDS), LTD. October 11 to 15 at Grosvenor Hotel, Deansgate, **MANCHESTER.** Mr. C. H. Morris and Mr. B. Berg in attendance.

* * *

CHARLES NEWTH & SONS, LTD. October 11 to 15 at Turk's Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. A. W. Frazer and Mr. G. M. Jones in attendance.

* * *

REMPLOY, LTD. October 12 to 14 at Imperial Hotel, Sterling Street, **ABERDEEN.**

* * *

A. SHINE. October 11 to 15 at Grosvenor Hotel, Deansgate, **MANCHESTER.** Mr. A. Shine, Mr. Sidney Middleburgh and Mr. H. T. Bagley in attendance.

* * *

VONO, LTD. October 11 to 13 at Rougemont Hotel, **EXETER.** Mr. V. J. Greenhough in attendance. October 10 to 14 at Spread Eagle Hotel, **GLOUCESTER.** Mr. P. J. Vaughton in attendance. October 11 to 16 at George Hotel, **READING** (Mr. K. Russell). October 11 to 15, Turk's Head Hotel, **NEWCASTLE** (Mr. M. E. Gray).

* * *

WALES, LTD. October 11 to 14 at Imperial Hotel, Jesmond Road, **NEWCASTLE-ON-TYNE.** Mr. Eric Ramsbottom in attendance.

* * *

L. WOLBERG, LTD. October 11 to 15 at Produce Exchange, Victoria Street, **LIVERPOOL.** Mr. Dudley G. Read in attendance.

the registered capital of £2,000.

Osokosi Upholstery (1939), Ltd., 35 Copthall Avenue, E.C.2.—Increased by £10,000, in £1 Ordinary shares, beyond the registered capital of £10,000.

Jack Sakol, Ltd., furniture manufacturers, etc., 37 Harley Street, W.1.—Increased by £5,000, in £1 Ordinary shares, beyond the registered capital of £5,000.

CHANGES OF NAME

Gordons of Ashington, Ltd., house furnishers, etc., 67 Clayton Street, Newcastle-on-Tyne.—Name changed to Gordon (Newcastle-on-Tyne), Ltd., on August 19.

H. M. Norman & Company (Furnishers), Ltd., 92 Grays Inn Road, W.C.1.—Name changed to Eastern Carpet Stores & Partners, Ltd.

A. J. Furnishers Sales, Ltd., 22 Upper Grosvenor Street, W.1.—Name changed to Goodwoods Furnishers (Home Counties), Ltd.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Maynard, Alfred Thomas, 722a Chesterfield Road, Sheffield, upholsterer. £21 11s. August 19.

Oram, I. D. (male), (t/a **Lee Furnishers),** No. 2 Flat, Marine Parade West, Lee-on-Solent, furnishers. £71 18s. 10d. August 31.

House of Curzon (Harrow), Ltd., 43 Headstone Road, Harrow, house furnishers. £30 16s. August 13.

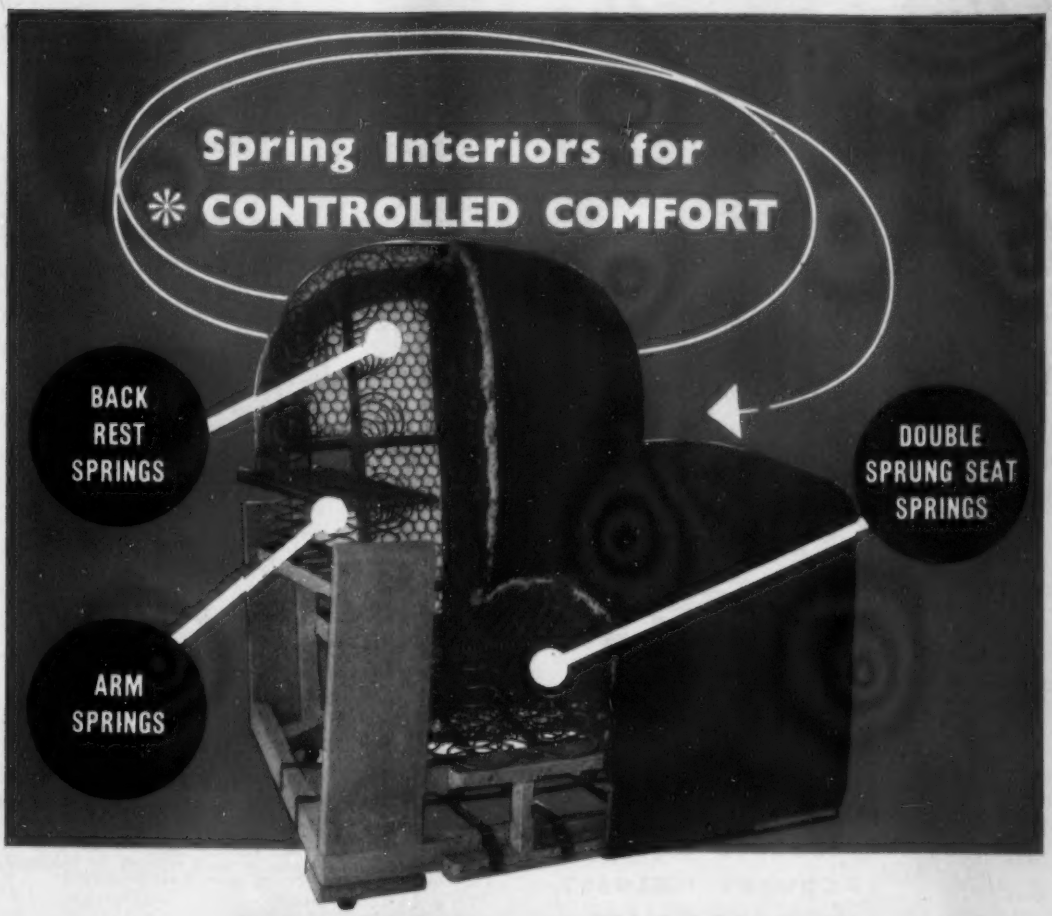
House of Curzon (Harrow), Ltd., 43 Headstone Road, Harrow, house furnishers. £108 18s.

"World" Service Bureau

Some Enquiries Answered

10,136.—Publishers of "Home Furnishing Display Techniques."
10,137.—Child's day bed with canvas top.
10,138.—"Domain" tubular metal furniture.
10,139.—Table trolley with folding top, green baize and polished.
*10,140.—"Nordour" carpets and rugs.
10,141.—Adjustable kitchen stools.
10,142.—Small upright piano.
10,143.—Bed fireside chair.
10,144.—Hire purchase trading financiers.
10,145.—Manufacturers of whitewood furture.
10,146.—Corner hall wardrobe.
10,147.—Circular ash-trays in metal or plastic.
10,148.—"Supersoft" bedding.
10,149.—Occasional table fitted with electric light and clock.
10,150.—Address of Thomas Ratcliffe & Co., Ltd.
10,151.—Whitewood enamel top cupboards.
10,152.—Whitewood kitchen cabinets.
10,153.—"Fitrobe" wardrobe.
10,154.—TV-type armless chair.
10,155.—Wooden smoker stands.
10,156.—Sectional bookcases.
10,157.—Cork tiles, ½ in.-⅜ in. thick.
10,158.—English carpets and linoleum.
*10,159.—"Chatham" three-piece suite.
10,160.—Wicker glass trays.

*Means unanswered. Can any reader help?



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CONTROLLED COMFORT is the restful support which only springs can impart. Resilience must vary—pressures on chair arms, back rests and seats are different. Perfect comfort can only come from springing planned to suit these variations which no other form of resilient material can offer.

Crosby's employ experts with a lifetime's experience.

Let us know your particular springing problem and allow us to help.

All interiors are delivered in perfect condition by our own vans.

Springs to standard and special sizes, any count or dimension

CROSBY SPRING INTERIORS LIMITED · ST. HELENS LANCASHIRE · TEL.: ST. HELENS 2857

Finished, in the finest style...

...and with the finest materials

Write for our current price list of:—

HOT SPRAY LACQUERS · CELLULOSE BASE LACQUERS · GLOSSY, SEMI-MATT & MATT FINISHING LACQUERS · SEALERS · MATCHING COLOURS

W. PICKARD & CO. LTD.

SHEFFIELD—
Saxon Works, Rutland Road, Sheffield, 3
Telephone: 21284

HIGH WYCOMBE—
19 Richardson Street, High Wycombe, Bucks
Telephone: High Wycombe 347

*Every 15 minutes one man can open and card a 3 cwt. bale of COIR FIBRE and separate **all** the dust into a receptacle, using the latest Opening, Carding and Cleaning Equipment perfected by*

E. W. DOWNS & SON, LTD.
GLEMSFORD, SUFFOLK
Tel. 242.

DRAWER KNOBS OF

EVERY KIND: DOWELS

OF EVERY KIND

Thompsons have been producing Woodturnings for the furniture trade for many, many years. They know how to produce good work, the requirements of the trade, and the importance of price and delivery times.
If it's drawer knobs, dowels, or fancy turnings for decoration, whatever it is get in touch with Thompsons.

W & J R THOMPSON (WOODTURNERS) LIMITED
Established 1862
Woodturners of engineers' precision — standards to 1001 trades —
CROSSHILLS KEIGHLEY YORKSHIRE
Phone: Crosshills 2312 (2 lines)
'Grams: Turnwood, Crosshills

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W. Weisbaum & Sons Ltd.

TIMBER IMPORTERS
LARGE CONSIGNMENTS OF YUGOSLAVIAN & FRENCH
BEECH SQUARES AND HARDWOODS
ARRIVING REGULARLY

194/200, BISHOPSGATE · LONDON · E.C.2
TELEPHONE: AVENUE 1812/3

PREFORMED PLYWOOD

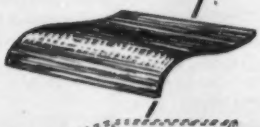
Shaped

SEATS and BACKS

supplied to your own specifications

Enquiries invited for—

ALL TYPES OF LAMINATED CONSTRUCTIONAL BENDS AND PREFORMED PLYWOOD SHAPES



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Alesbury Bros LTD

CHATHAM ROAD
MAIDSTONE

Telephone: Maidstone 51088/9

A **Profitable Range!**

ACOS QUALITY WARE

These attractively designed household articles sell themselves on sight! Strongly made, attractively finished, moderately priced! Compare them quality for quality, price for price, and you'll find them far superior.

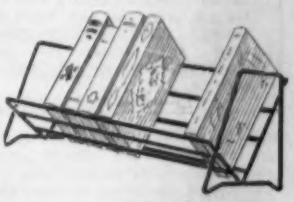
Write for details and Trade Terms.

101—SOAP and SPONGE RACK

Plastic Coated, will not peel, resistant to hot water.
Retail Price 7/- including Purchase Tax.

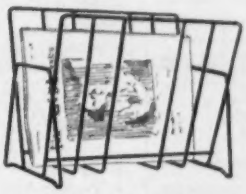
126—MAGAZINE RACK

deal for keeping magazines and newspapers tidy and handy. Strongly made. Most pleasing design. Finished in Cream, other colours to order.
Retail Price 21/- including Purchase Tax.



128—BOOK RACK

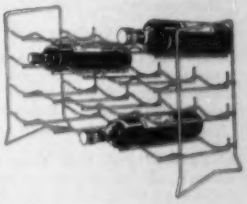
Modern design, Strong, Rigid, 18" long 8" high. Blends with any style of furniture or colour scheme. Finished in Cream, other colours to order.
Retail Price 21/- including Purchase Tax.

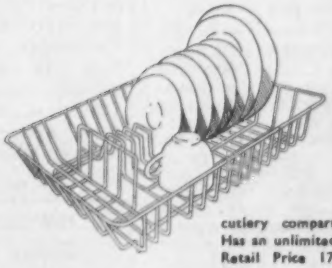


134A—WINE RACK

Stores correctly twenty Wine Bottles neatly and simply. Allows easy access and turning. Strongly made, easy to clean.
Retail Price 23/6.

134B—Smaller size to hold twelve Bottles—17/-.





153—DISH DRAINER

Plastic Coated, does not peel, resistant to hot water, soap and grease. Cushion protection for dishes, glassware and sink surfaces. Large plate holders and ample cutlery compartment. Size: 18"x13". Has an unlimited market.
Retail Price 17/6 including Purchase Tax.

AIRECOMPONENTS LTD.
OXFORD BUILDINGS · OXFORD ROW · LEEDS, 1

CLASSIFIED ADVERTISEMENTS

" Situations Vacant " and " Wanted " and " Representatives Wanted "—2/- a line.
(15% Discount for three or more consecutive insertions.)

All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ½ inch. Address: 180 Fleet Street E.C.4. 'Phone: CHAncery 8844.

ALL ADVERTISEMENTS RECEIVED BY FIRST POST ON TUESDAY WILL APPEAR IN THE SAME WEEK'S ISSUE

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT, IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

ASSISTANT DESIGNER required by leading Manufacturers of Bedroom Suites, one used to preparing cutting lists, specifications and setting out for machine shop. —Write, giving details of experience, to Box No. 9446 Furnishing World 180 Fleet Street E.C.4.

CARPET SALESMAN required, must be experienced and used to good/medium class trade. Excellent prospects of promotion in expanding organisation.—Apply Harrison Gibson, Ltd., High Road Ilford.

COLMERS OF BATH have an interesting vacancy with good prospects for experienced salesman in their soft furnishings department.—Apply: Personnel Manager.

EXPERIENCED first sales required for South of England group of retail furnishers. Give full details of experience and state salary required.—Box No. 9479 Furnishing World 180 Fleet St. E.C.4.

FIRST-CLASS SALESMEN REQUIRED FOR NEW BRANCH OPENING SHORTLY IN BALHAM HIGH ROAD. MUST BE FULLY EXPERIENCED IN MEDIUM-CLASS CASH AND H.P. TRADE. COMMENCING SALARY £500 AND BONUS ON TURNOVER. GOOD PROSPECTS FOR RIGHT MEN.—APPLICATIONS, STATING AGE AND FULL DETAILS OF EXPERIENCE AND PRESENT SITUATION, WHICH WILL BE TREATED IN STRICTEST CONFIDENCE, TO: MANAGING DIRECTOR, GOODHOUSE FURNISHING, LTD., 347 WALWORTH ROAD, S.E.17.

SITUATIONS VACANT—Cont.

EXPERIENCED french polisher, permanent bonus rate.—Apply: D. A. MULLARD & CO., LTD., British Railways Goods Depot, Station Road, Edgware.

FULLY EXPERIENCED Furniture and Bedding Salesman capable of taking charge of Branch shop. Excellent opportunity for advancement for keen man.—Apply: ADAMS OF HARROW, 34/41 Clarendon Road, Harrow.

FURNITURE SALESMEN for large modern store. Good salary and commission. Only first-class men need apply. —Williams Furniture Galleries. Phone Mr. Chody, MAI 1101.

FURNITURE SALESMAN, fully experienced, required; must be used to good/medium class trade.—Apply, giving full details, to General Manager, Harrison Gibson, Ltd., 197 High Road, Ilford.

GUERNSEY, C.I. Experienced furniture salesman also second carpet sales required for good class trade. Private company. —Write to the Sales Manager, I. C. Fuzzey, Ltd., " Tudor House."

UPHOLSTERESSES required, used to curtains and pelmets.—Phone Mon. 1387. Write: J. H., 12 Little Britain, E.C.4.

FOREMAN POLISHER REQUIRED BY NORTH LONDON FURNITURE MANUFACTURERS PRODUCING WALNUT AND OAK COLOUR DINING SETS. EXPERIENCE IN MODERN METHODS ESSENTIAL.—DETAILS OF EXPERIENCE, ETC., TO BOX No. 9478 FURNISHING WORLD 180 FLEET STREET E.C.4.

FURNITURE SALESMAN
required by the new management of **GARRETT & CO., Woolwich, S.E.18.** Salary and commission; staff meals. —Phone or write Manager for interview. WOO. 0075.

SITUATIONS VACANT—Cont.

JUNIOR SALESMEN wanted at Clapham Junction, Walham Green, Harlesden, Putney and Twickenham branches. Commencing salary £8 per week and bonus. —HASTINGS, LTD., Clapham Junction, S.W.11. BATtersea 6633.

PLANNING CONTROLLER. Experienced man required for London factory manufacturing wood and plastic components. Excellent opportunity, high salary rate and bonus.—Write full details of past experience in confidence to Box No. 9477 Furnishing World 180 Fleet Street E.C.4.

SALESMAN OR SALESWOMAN required for Walthamstow district. Experienced in H.P. and cash trade. Good prospects. —Apply 125 Hoe Street, E.17.

TWO SMART SALESMEN required for new branch opening the end of October at Debden Estate, near Loughton.—Full particulars to G. W. Thompson, Ltd., 211 Salmon Lane, E.14.

UNDER BUYER required with experience in furniture and furniture display. Good salary and commission to enterprising man.—Apply Staff Manager, Bearman's Ltd., Leytonstone, E.11.

SALES MANAGER REQUIRED BY NATIONALLY KNOWN LONDON FURNITURE MANUFACTURERS. EXCELLENT OPPORTUNITY FOR FIRST-CLASS APPLICANT WITH WIDE EXPERIENCE WHO IS ENERGETIC AND ENTERPRISING. COMPANY WILL PROVIDE A CAR.—WRITE, STATING FULL PARTICULARS OF EXPERIENCE AND SALARY REQUIRED, TO BOX No. 9471 FURNISHING WORLD 180 FLEET STREET E.C.4.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 65

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 64

REPRESENTATIVES WANTED

A POSITION as our Yorkshire area representative is open, owing to the resignation through ill health of our present representative.—Applicants apply to Joseph Serlin & Sons, Ltd., 56 Columbia Road, London, E.2, manufacturers of secretaires, bureaux and china cabinets.

A. V. HUMPHRIES of London, large carpet wholesalers, require representative for Nottinghamshire, Lincolnshire and Rutlandshire. Car provided. Good opportunity for right man.—Apply General Manager, 5 Newgate Street, E.C.1.

BRITISH MOQUETTE manufacturers require REPRESENTATIVES for the sale of UNCUT MOQUETTES in the North of England, Midlands, South and West of England (excepting London) and Scotland.—Replies, with details of experience to Box No. 9484 Furnishing World 180 Fleet St. E.C.4.

ESTABLISHED manufacturers of occasional furniture require representative for Lancashire and Yorkshire. Good connections in the above areas.—Fullest particulars: Box No. 9482 Furnishing World 180 Fleet St. E.C.4.

CARPETS AND LINOLEUMS

WELL ESTABLISHED WHOLESALERS, LARGE STOCKISTS, WELL KNOWN IN THE TRADE, REQUIRE THE SERVICES OF FULLY EXPERIENCED REPRESENTATIVES FOR:—

LONDON AREA

MIDLANDS AREA.

SUBSTANTIAL REMUNERATION ON THE BASIS OF COMMISSION AND EXPENSE ALLOWANCE.—APPLY IN STRICT CONFIDENCE TO BOX No. 9500, FURNISHING WORLD 180 FLEET ST. E.C.4.

DUE TO REORGANISATION,
Full-Time Representatives are required
in the undernoted area, to carry the entire range of HUNT productions, including unit, bedroom, dining and upholstery:
EASTERN COUNTIES.
Good salary and commission with expenses.
Applications are invited from first-class men residing in the territory, having established connections.
Full particulars to:
Sales Manager,
HUNT FURNITURE,
YATTON, SOMERSET.

REPRESENTATIVES WANTED—Cont.

HIGH WYCOMBE. Well-known makers of dining room suites and fireside chairs require representative for their Yorkshire area.—Please apply, with full details, to Box No. 9463 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE for Eastern Counties area required by one of the leading manufacturers of kitchen cabinets. Established territory offering excellent prospects to the right man. Salary, expenses and commission.—Box No. 9476 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES required with good connections for Kent, Surrey, Sussex, Essex, Suffolk, Norfolk, Oxfordshire, Buckinghamshire, Hertfordshire, Bedfordshire, Warwickshire, Huntingdonshire, Northamptonshire.—Write full particulars to Messrs. John Nerden (Bedding), Ltd., Albion Works, Dalston Lane, London, E.8.

THE "DOO-STAY" convertible table bed is about to be introduced throughout the British Isles and the distributing company requires first-class representatives for all areas. This convertible table bed for one-roomed apartments is utterly unique and entirely original and representatives will be given sole selling rights in their areas. Commission only.—Apply: Sales Manager, Peeter Reeter Productions, Ltd., 24 Barbourne Road, Worcester.

SITUATIONS WANTED

FIRST-CLASS salesman desires change. Furniture, carpets, bedding. Present assistant manager. Keen, reliable, good references. Any part. — Box No. 9475 Furnishing World 180 Fleet Street E.C.4.

FULLY EXPERIENCED cash and H.P. trade. Young furniture manager will shortly require position in East London area.—Box No. 9483 Furnishing World 180 Fleet St. E.C.4.

AGENTS WANTED

AGENTS WANTED TO SELL FOLDING CHAIRS. — DUGGANS, WOODVILLE ROAD, CARDIFF.

AGENCIES

ADVERTISER with extensive upholstery showroom premises in city centre of Glasgow is desirous of agency for first-class bedroom suites and dining-room suites.—Box No. 9485 Furnishing World 180 Fleet St. E.C.4.

SCOTLAND. Wholesaler with first-class facilities and connections required to stock and distribute "Couchette" chair-divan and bed-settee throughout Scotland. —Send all details with a view to discussion of terms, etc., to Bruce Bros. (Bedding), Ltd., Leicester.

BUSINESSES FOR SALE

UPHOLSTERER'S BUSINESS for sale. Main Newport-Cowes road; fully equipped and stocked; workshops, garages, ground and two flats available (vacant); 15 years' lease; rent £200; rates £43 per annum. All-in price £750.—Details: Shetters, 115 Hunny Hill, Newport, Isle of Wight. Phone 3314.

HOUSE FURNITURES. Established 25 years in N.W. London. Main position. Multiples adjoining. Valuable lease £700 p.a., 17 years unexpired. Under management. Lease, goodwill, £3,500, stock optional.—Apply Box No. 9480 Furnishing World 180 Fleet Street E.C.4.

WELL-KNOWN Essex house furnishers (limited company), situated first-class main road position, offer assets of company (lease, h.p., debts, stock, etc.) for quick sale owing to breakdown in health of managing director. Premises have 85 ft. frontage with ultra-modern shop front, 5,000 sq. ft. in all. Cash and h.p. turnover approx. £35,000 p.a.—Box No. 9486 Furnishing World 180 Fleet St. E.C.4.

BUSINESSES WANTED

WANTED. LARGE OR SMALL FURNITURE BUSINESSES. H.P. or cash with existing staffs (if desired) in North Midlands, Lancs, Yorks and North-East Coast. All correspondence treated as strictly confidential.—Managing Director, Ridings Stores, Ltd., 5-11 Richmond Grove East, Longsight, Manchester, 12.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 66

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 65

PREMISES WANTED

LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

SMALL FACTORY. — WESTERN 1612.

WORK WANTED

SHAPED AND FLAT VENEERING done to the trade.—Call or telephone Veneer Pressing, Ltd., 45 Virginia Road, E.2. Sho. 6800.

MACHINERY FOR SALE

PROJECTILE TAPELESS JOINTER, perfect working order. Can be seen working. £225.—Box No. 9462 Furnishing World 180 Fleet St. E.C.4.

"VELOX" disinfector; 2 doors, steam coil, vacuum chambers and fittings, unused, 7 ft. 6½ in. long, 4 ft. 3 in. dia. internal.—F. & J. Dartnell, "Mardyke Works," St. Mary's Lane, Upminster, Essex. Tel.: Upminster 5350.

MACHINERY WANTED

SECONDHAND band resaw with automatic feed required.—Box No. 9481 Furnishing World 180 Fleet St. E.C.4.

BENCH DRILL. — WESTERN 1612.

TRADE MARKS

TRADE MARKS

THE TRADE-MARKS REGISTRATION AGENCY
(J. A. T. CATON & SONS)
53 KING WILLIAM STREET, LONDON, E.C.4
TRADE MARK REGISTRATION AGENTS
Phone: MAN. 4443

FINANCE

INCREASE YOUR SALES. Offer your customers easy payment facilities.—For finance, security, expert advice, apply to Parmill, Ltd., 15-16 New Burlington Street, London, W.1. REGent 4114.

STOCKS FOR SALE

BEECH SCANTLINGS, large quantity prime Danish beech scantlings cut to shape available direct from London store. Size 1 in. x 2 in. x 30½ in. Sample available on request. Also prime Danish beech squares.—Scandinavian Woodcraft, Ltd., 20 Pall Mall, London, S.W.1. Tel.: TRAfalgar 6541.

HARDWOOD dowels and pine broom handles. Best imported quality. Comprehensive range. Diameters and lengths. Prompt delivery. Samples and price list on request. Large discounts for bale lot orders.—Wessenden Products Ltd., Alresford, Hampshire.

JAPANESE LAUAN PLYWOOD, 72 in. x 36 in. 46s. 100 sq. ft. Nigerian Walnut Veneered one side 72 in. x 48 in. 1s. sq. ft. 4 mm. Russian Birch, B. quality, 59s. 6d. 100 sq. ft. in following sizes: 50 in x 50 in., 58 in x 58 in., 60 in x 48 in. —Spiers, 330 Hackney Road, London, E.2. Telephone: Shoreditch 8791-2-3-4.

STOCKS WANTED

ONE-MAN BUSINESS wants to buy surplus stocks for cash. Bedroom suites and dining-room suites, coffee tables, television tables. For Spot Cash. Will call immediately. 'Phone WAT. 6177. Established over 60 years.

PLYWOOD OFFCUTS. WES. 1612.

FOR SALE

CURVED corrugated iron ex-Army nissen type huts 36 ft. x 16 feet—£81. 36 ft. x 24 ft—£144. Delivered radius 150 miles London. Other buildings available.—Universal Supplies (Belvedere) Ltd., Crabtree Manorway, Belvedere, Kent. Erith 2948.

ENVELOPES (Dickinson), 1,000 3½ in. x 6 in., buff, 12s.; white, 15s. 9d.; carriage paid. Rubber stamps, stationery, labels, duplicating, printing. Samples with pleasure.—Warson, 7 Newton Avenue, London, N.10.

NETTLEFOLD-STENMAN real brass narrow butts 2 in.: No. 4,000, 5s. 6d. per dozen pairs; 56s. per gross pairs; still in original boxes. Double fold 2 in. x 1½ in. brass butts: No. 7, 7s. 6d. per dozen pairs; 84s. per gross pairs. ⅜ in. ball catches: No. 1325, 2s. 6d. dozen; 20s. per gross. ¾ in. glides: 2s. 6d. per dozen sets of 4; 20s. per gross sets. All carriage paid. Cash with order.—S. McCallum, 133 Highland Road, Eastney, Portsmouth.

DUST SHEETS

BRAND New Unbleached Heavy Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins Brand New 1st Quality Jute, Size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone ACO 1788.

SERVICES AND SUPPLIES

SPEAKS FOR ITSELF . . .

"We are very pleased with the Price Tickets and should like you to repeat the order as soon as possible . . ."

(From Kent.)

Send your letterheading in unsealed envelope for free samples of changeable price tickets and Hire Purchase showcards.

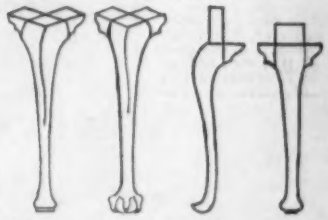
CAMDEN PRICE TICKETS
99 PORTLAND ROAD, HOVE 3, SUSSEX
Telephone: 39684

SEE PAGES 64 & 65 FOR FURTHER CLASSIFIED ADVERTISEMENTS

QUEEN ANNE LEGS

A SPECIALITY

ALL HAND FINISHED—FROM STOCK
OR MADE TO YOUR SPECIFICATION



N.B.—THIS OLD ESTABLISHED BUSINESS IS PERSONALLY SUPERVISED BY F. HOLTHAM, SOLE PROPRIETOR.
"FRED" is at your service

M. WATERMAN, 66-68 DEVON STREET LIVERPOOL, 3

Telephone: NORTH 0147

FOR ENDURANCE AND SERVICE

FLEXAL

SPRINGS AND SPRINGING FOR NATIONAL AND DOMESTIC USE

SEND YOUR ENQUIRIES TO US FOR PROMPT ATTENTION

FLEXAL SPRINGS LIMITED

MAKERS OF SPRINGS OF EVERY DESCRIPTION

CAMBRIDGE WORKS — **HANWELL, W.7**

Telephone: EALing 5488/9

WOOLLEN FELTS

SPRINGER FILLINGS

REGISTERED TRADE MARK.

LESLIE WILSON (FILLINGS) LTD.

MOUNT MILLS · SEWARD STREET · LONDON · E·C·1 Telephone: CLE 0772

HIGH WYCOMBE DEPOT: FREE & TILBURY LTD · OAKRIDGE ROAD Telephone 945

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